TearSheet

June 1992

Case Histories

Pat Moss
Artist
THE DAILY NEWS
2 Apollo Drive
Batavia, NY 14020

Bride and groom from June 91 *PMS* originally appeared as a cake topper, now pose in gazebo from May 91 *Clipper.* Base and background arch were removed, leaving only the foreground flowers. Pillars with flowers are from a June 91 *PMS* gazebo illustration. Tab cover is printed in full color with a soft aqua background.

Case Histories

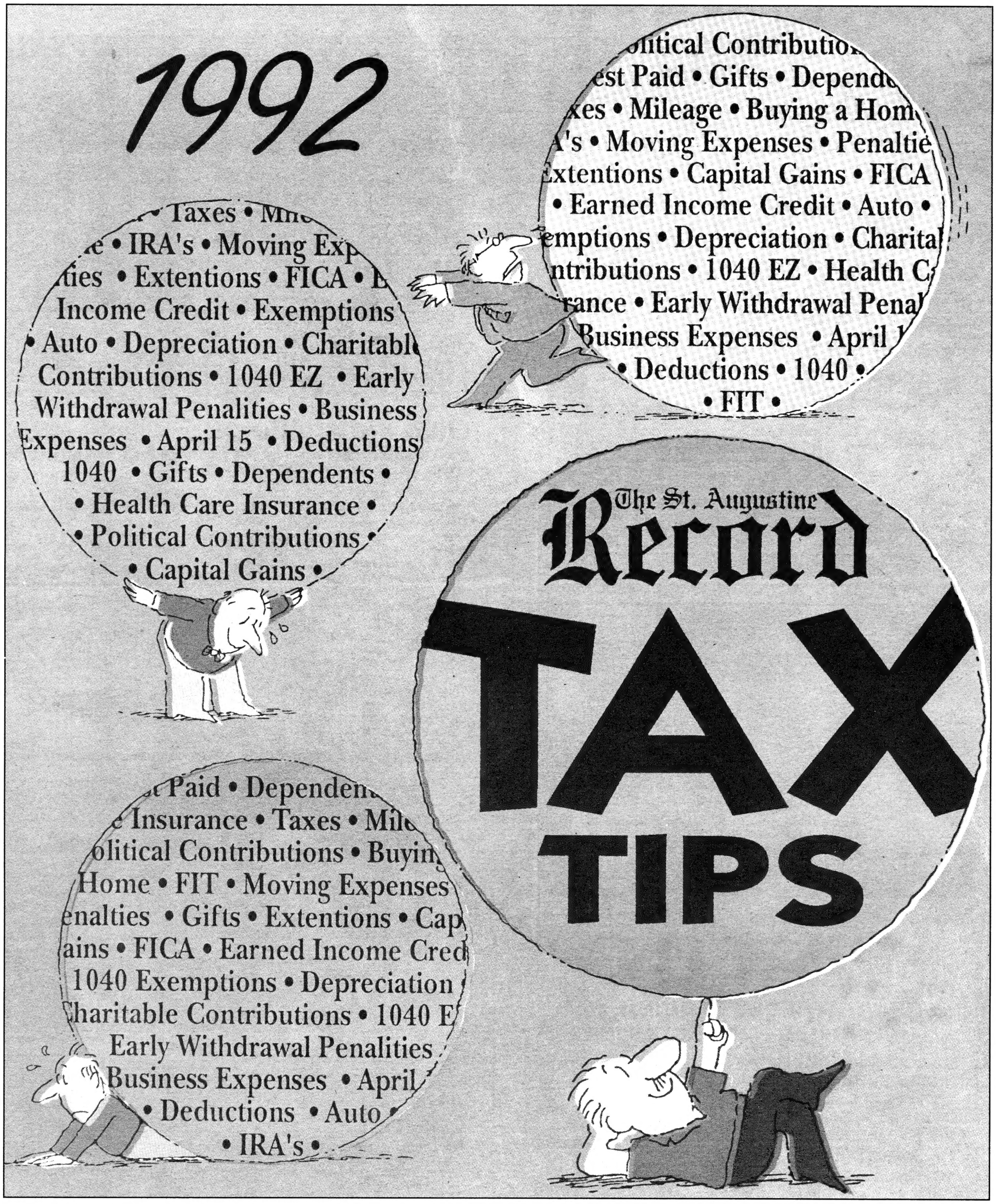
Mary Ann Karst
Sales Rep.
THE HAYS DAILY NEWS
507 Main
Hays, KS 67601

Three *PMS* illustrations (Santa, Nov. 91; ornaments and tree, Nov. 87) put this special section in a holiday mood. A real eye-catcher in red, green, yellow, and black. The mall manager was so pleased with the design, it was reproduced on sweatshirts worn by mall employees during the Christmas season.

Case Histories

Trish Kabus
Graphic Artist
THE ST. AUGUSTINE RECORD
158 Cordova St.
St. Augustine, FL 32084

Kabus opted for the lighter approach to tax time with the cartoon man from Oct. 91 *PMS*. Designer added tax buzzwords to the three circles that are giving the little guy trouble and put the tab's title, Tax Tips, in the circle that he has under control. Printed in full color with a bright yellow background.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• Auto • Depreciation • Charitabl
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Withdrawal Penalities • Business
Expenses • April 15 • Deductions
1040 • Gifts • Dependents •
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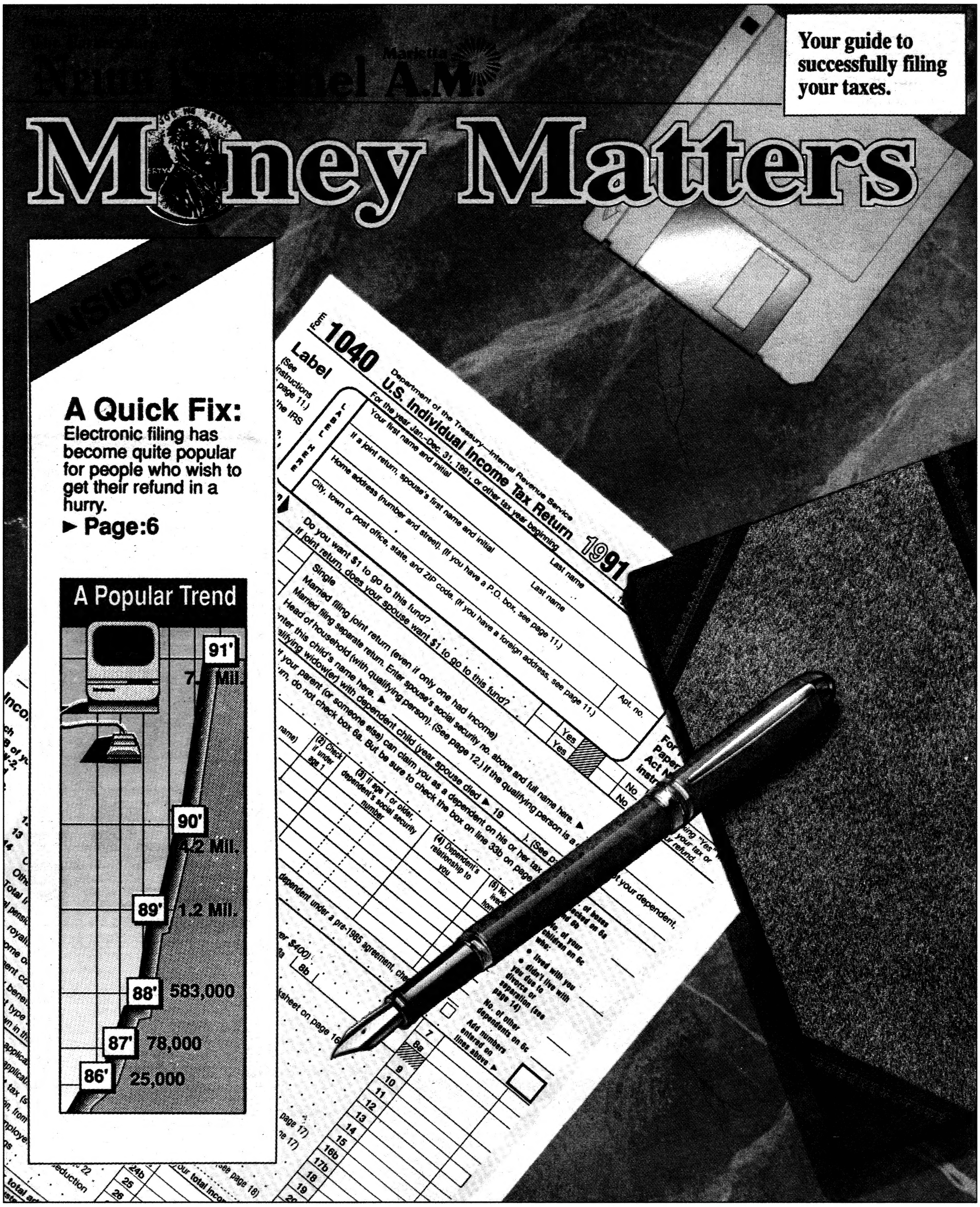
• Deductions • Auto
• IRA's •

Case Histories

Dana Farnsworth
Designer
PARKERSBURG NEWS & SENTINEL
519 Juliana
Parkersburg, WV 26101

Jan. 92 *PMS* color separation serves as background for 1040 form on Money Matters tab cover. Designer cut a mask to allow the pen and book to overlap the form, creating a very nice dimensional look. Printed in full color with marble texture a blue-green.


Marketa
el A.M.
Money Matters
Your guide to successfully filing your taxes.
A Quick Fix:
Electronic filing has become quite popular for people who wish to get their refund in a hurry.
► Page:6
A Popular Trend
91'
7.1 Mil.
90'
4.2 Mil.
89'
1.2 Mil.
88'
583,000
87'
78,000
86'
25,000
Form 1040 Department of the Treasury—Internal Revenue Service
U.S. Individual Income Tax Return 1991
For the year Jan.–Dec. 31, 1991, or other tax year beginning
Label
Your first name and initial
Last name
If a joint return, spouse's first name and initial
Last name
Home address (number and street). (If you have a P.O. box, see page 11.)
Apt. no.
City, town or post office, state, and ZIP code. (If you have a foreign address, see page 11.)
Do you want $1 to go to this fund?
Yes
No
If joint return, does your spouse want $1 to go to this fund?
Yes
No
Single
Married filing joint return (even if only one had income)
Married filing separate return. Enter spouse's social security no. above and full name here. ▶
Head of household (with qualifying person). (See page 12.) If the qualifying person is a child but not your dependent, enter this child's name here. ▶
Qualifying widow(er) with dependent child (year spouse died ▶ 19). (See page 12.)
If your parent (or someone else) can claim you as a dependent on his or her tax return, do not check box 6a. But be sure to check the box on line 33b on page 2.
6a Yourself
6b Spouse
6c Dependents
(1) First name
(2) Check if under age 1
(3) If age 1 or older, dependent's social security number
(4) Dependent's relationship to you
(5) No. of months lived in your home
dependent under a pre-1985 agreement, check here
No. of your children on 6c who:
• lived with you
• didn't live with you due to divorce or separation (see page 14)
No. of other dependents on 6c
Add numbers entered on lines above ▶
7
8a
8b
9
10
11
12
13
14
15
16b
17b
18
19
20
24b
25
26
Add lines 7 through 20. This is your total income ▶
Subtract line 26 from line 21. This is your adjusted gross income ▶
Reduction
(See page 17)
(See page 18)

Case Histories

Kathy Cockrum
Graphic Artist
UNION DEMOCRAT
84 S. Washington
Sonora, CA 95370

Contemporary bride and groom from Jan. 92 *PMS* gaze blissfully from the center of wedding planner tab cover. Heading from same *PMS* issue, with the word "planner" substituted for "wish list." Swirly corner pieces taken from a Feb. 92 *PMS* border. Printed in black, blue-green, and screens of red.

Case Histories

Ursula Esch
Production Artist
ADVO-SYSTEM, INC.
8950 Railwood Drive
Houston, TX 77078

Flyer for a dry cleaners promotes winter specials with fashionable woman from Sept. 90 *PMS* on the front. Original background trees were enlarged and screened back over the entire background to integrate the information and deepen the perspective of being in a large forest. Other side features 10 coupons. Piece is printed in blue and black.

PMS COVER STORY: This month's cover created from ready-to-go ad frame on page 20. Tomato plant lifted out and cropped; worm lifted from another section of same border. Enlarged, cropped version of same tomato plant is screened in background to create a texture. Butterfly lifted out and flopped. Type is Latino Elongated by Letragraphica®. Printed in Pantone® colors on Carolina cover stock.

TRADE SHOWS: This month, Dynamic Graphics' representatives will be at **Copy/Print,** New York, NY, June 5-7; **Screen Graphics,** Charlotte, NC, June 5-7; **Southwestern Graphics,** Houston, TX, June 11-13; **N. Dakota Newspapers,** Medora, ND, June 13.

DAD

***PMS* provides a variety of art styles –**

realistic, stylized, and whimsical shown here – to suit a variety of promotions.

"All Star" Sept. 89 PMS

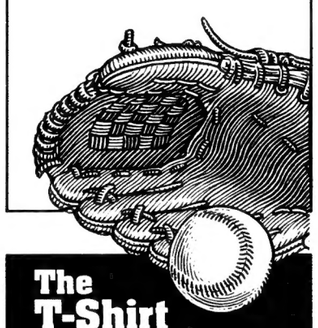
Make your dad an

ALL STAR

With a personalized shirt, jersey, or cap of his favorite team

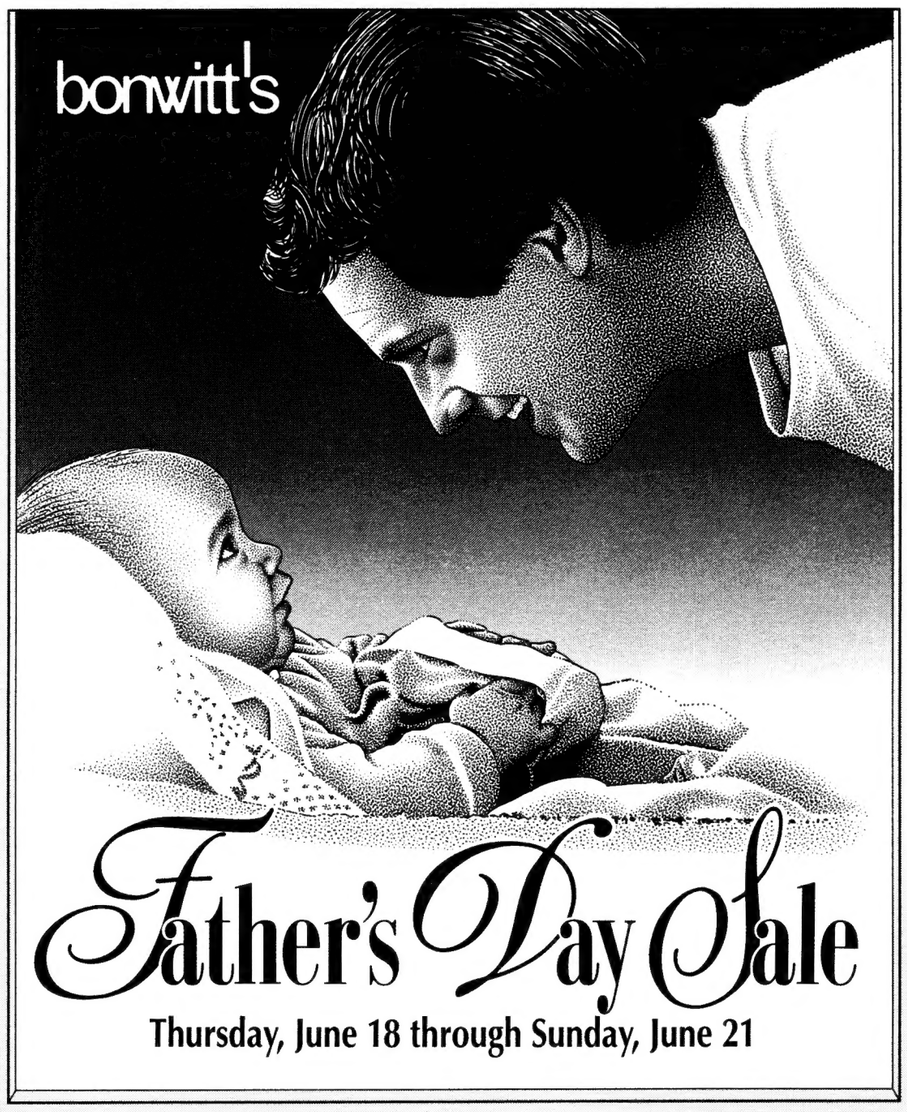
Shirts or jerseys with team logo and dad's name only $12. Caps with logo and name only $7.

Make Dad your Most Valuable Player!



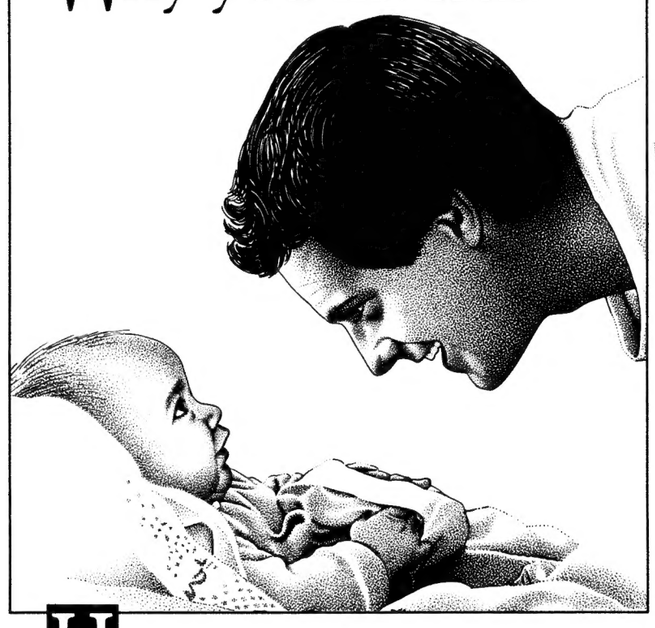
The T-Shirt Place
909 Langtree Ave.
Open M-S 10 to 8

Graduated screen Jan. 89 PMS



Father and child cut apart and moved closer together for in-store poster.

Why you invest...

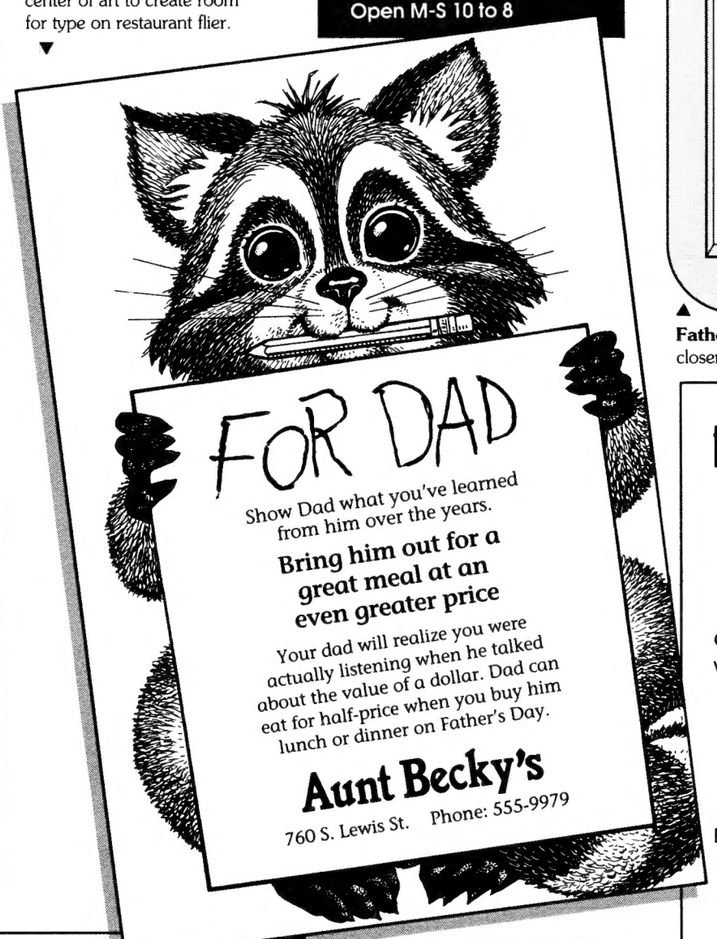


How you invest...

Call one of our investment representatives today. We can provide a personalized portfolio designed to help you meet your goals. **555-7721**

Jacoby/Taft Investment Group

"Drawing" removed from center of art to create room for type on restaurant flier.


FOR DAD
Show Dad what you've learned from him over the years.
Bring him out for a great meal at an even greater price
Your dad will realize you were actually listening when he talked about the value of a dollar. Dad can eat for half-price when you buy him lunch or dinner on Father's Day.
Aunt Becky's
760 S. Lewis St. Phone: 555-9979

Here's What's Happening

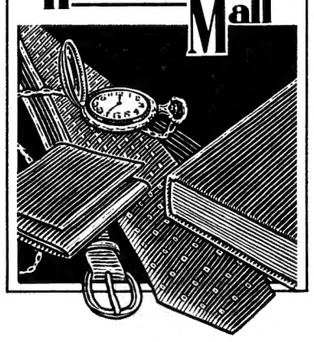
Don't forget your Dad on June 21!

Get a FREE suit bag for dad when you bring $50 worth of mall receipts to the Customer Center dated June 13 to June 21.

Not sure what to buy? Stop by the Toys for Big Boys Show, June 19-21, for some great ideas!

It's all happening just in time for Father's Day at

Alderwood Mall



Like father, like son

Two great looking guys deserve two great haircuts for one low price.

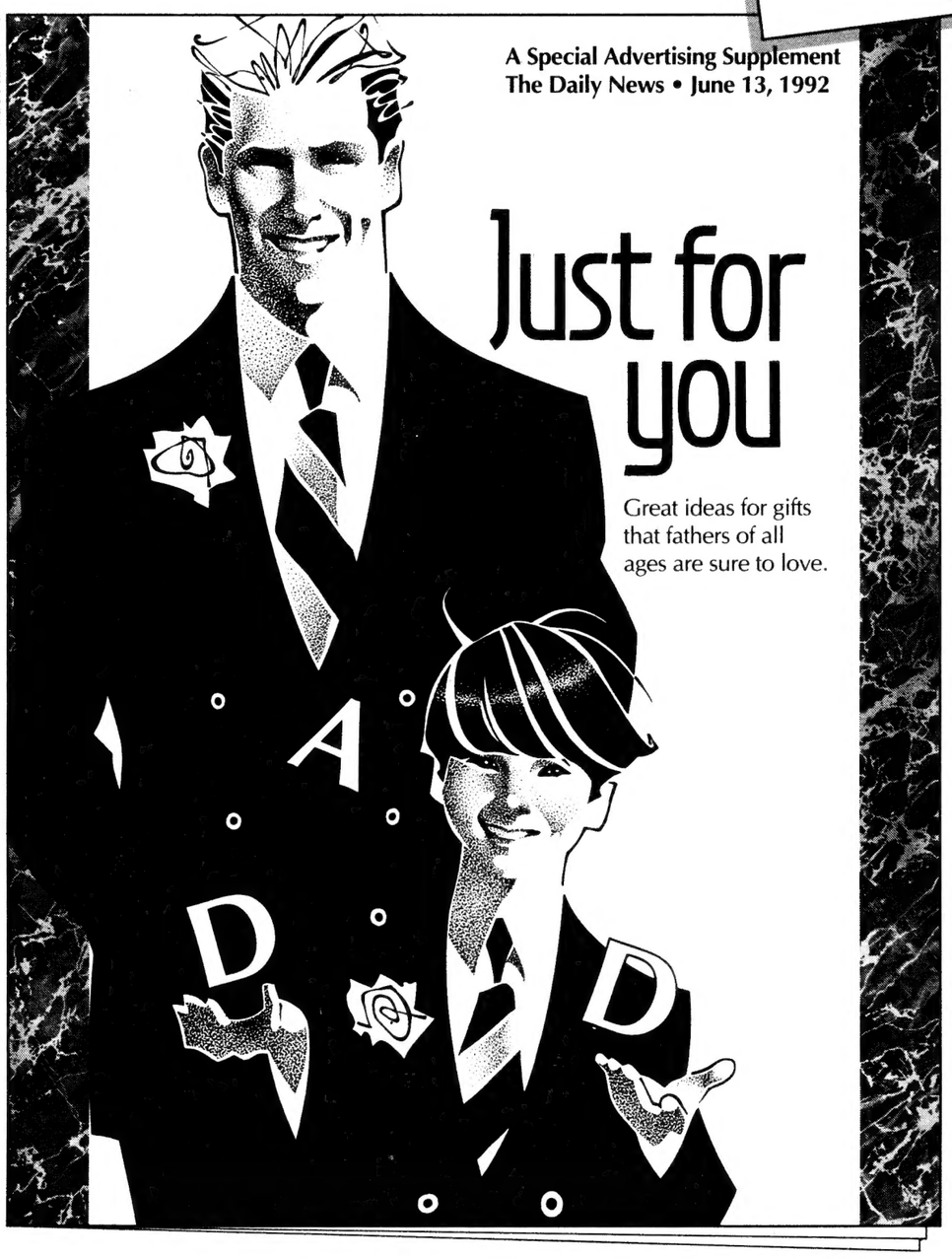
Cut and style only

$10.00

Offer ends June 30th.
Appointments only.

The Hair Shoppe
993 E. Carter St.
PH: 555-5885

Marble Jan. 91 PMS


A Special Advertising Supplement
The Daily News • June 13, 1992
Just for you
Great ideas for gifts that fathers of all ages are sure to love.
D A D

Give him our best

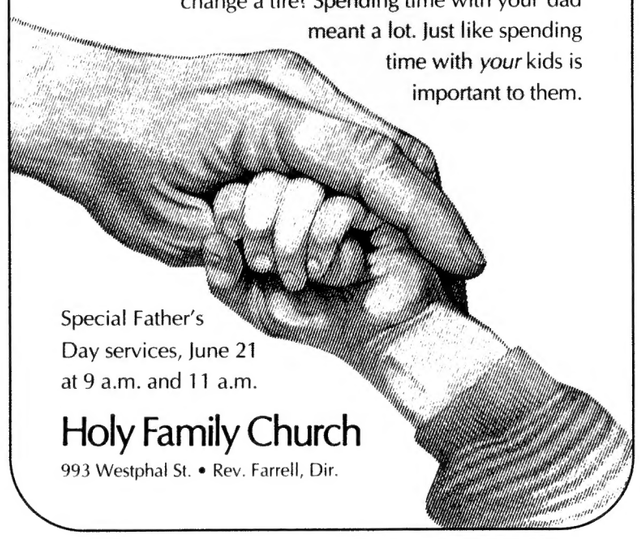
Let him know he's the greatest with our best

- **24k Gold Chains**
- **Tie Tacks**
- **Cuff Links**
- **Marks Pen Sets**
- **Card Holders**
- **And More!**

BARROT JEWELERS
111 N. Main St.

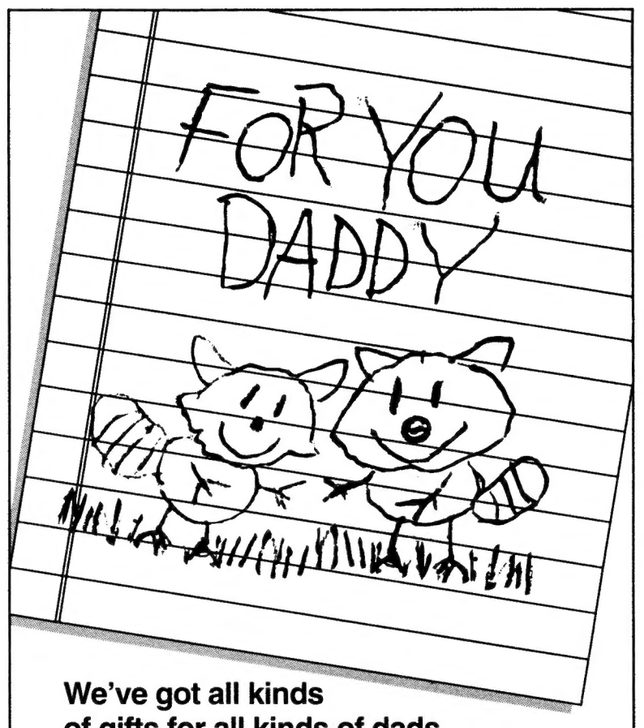
Quality Time

Remember when your dad taught you how to throw a curve ball? Or how to change a tire? Spending time with your dad meant a lot. Just like spending time with *your* kids is important to them.



Special Father's Day services, June 21 at 9 a.m. and 11 a.m.

Holy Family Church
993 Westphal St. • Rev. Farrell, Dir.



We've got all kinds of gifts for all kinds of dads

Choose from our wide selection of: desk sets, frames, photo albums, pewter bar mugs, personalized items, novelty gifts, books, pen and pencil sets, grooming sets, car accessories, and more!

O. STEPHANIE!
Gifts & Collectibles

In Hartford Plaza • Open daily 10 to 6

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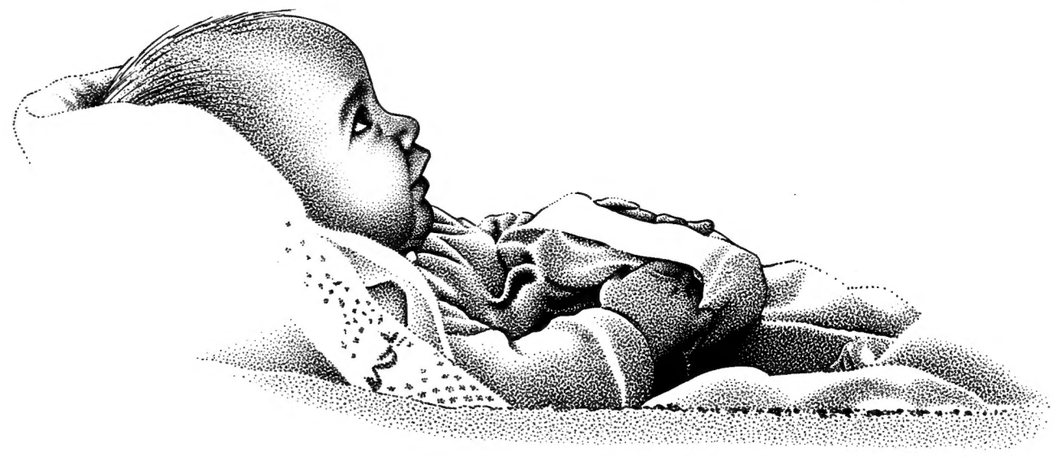

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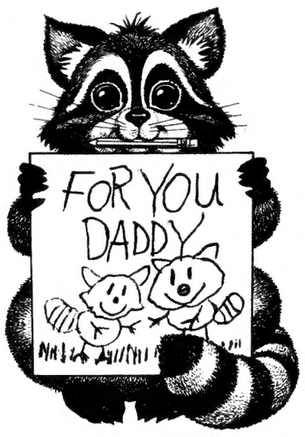

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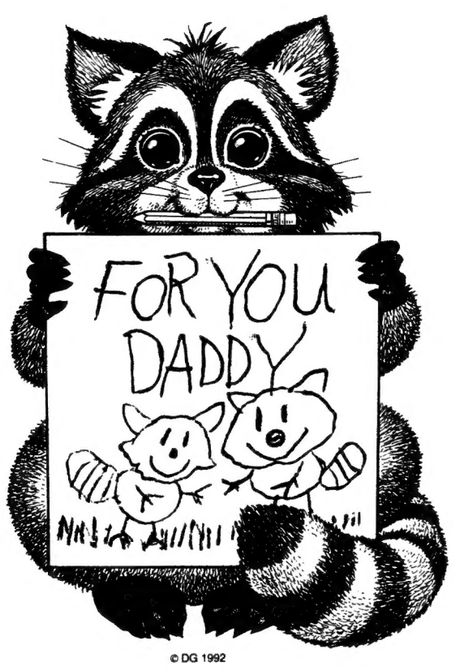

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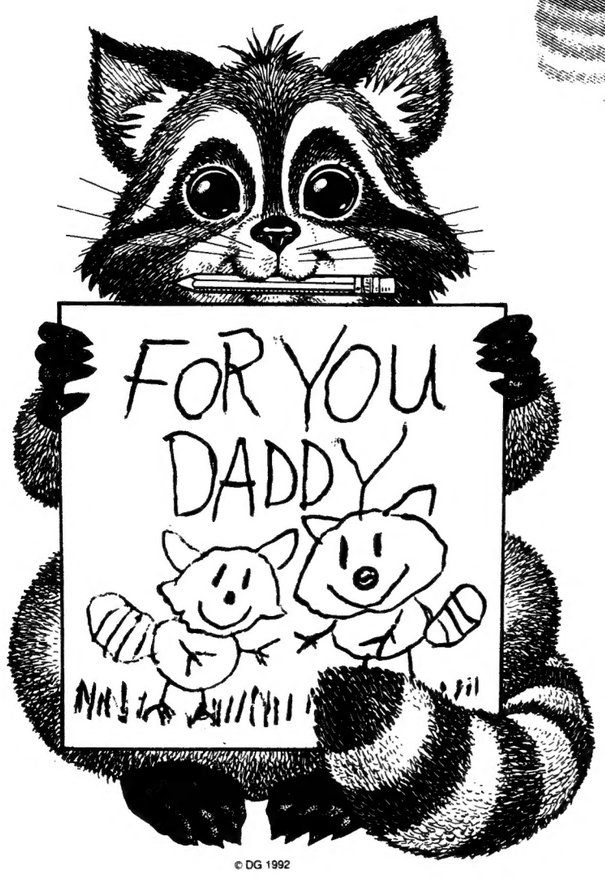

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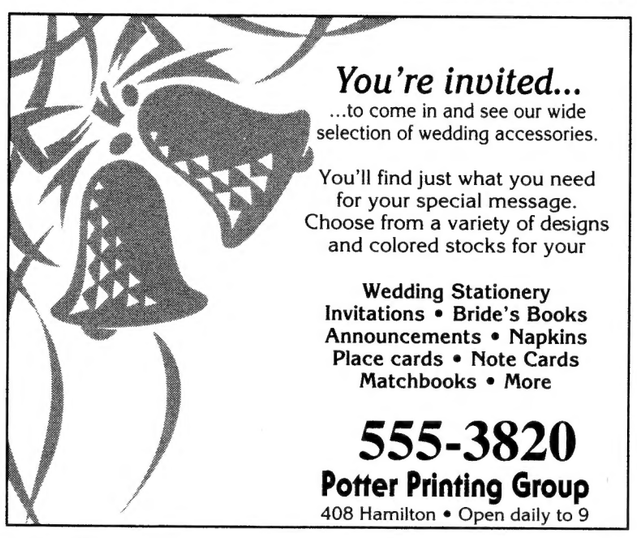
A Reception to Remember

It's the perfect way to complete your wedding day and celebrate your new life together with your friends and family. We offer first class service for parties from 50 to 500. Choose from a variety of menus, served buffet or family style. We can even provide the entertainment. Plus your guests and the wedding party will receive a 15% discount on all accommodations.

Westport Hotel

Phone 555-4343



You're invited...

...to come in and see our wide selection of wedding accessories.

You'll find just what you need for your special message. Choose from a variety of designs and colored stocks for your

Wedding Stationery
Invitations • Bride's Books
Announcements • Napkins
Place cards • Note Cards
Matchbooks • More

555-3820

Potter Printing Group

408 Hamilton • Open daily to 9

Let us entertain you!

Call 555-8982 today

We provide quality entertainment for any special occasion

Starlight Entertainment

Here comes the bride

A Special Supplement to the Barrington News Gazette Sunday, June 7, 1992

For the well-dressed groom

Selected Accessories 30% OFF

We can't guarantee that your wedding day will be perfect, but we can guarantee that *you* will look perfect. Save on selected designer accessories now through June 30. Plus, when your wedding party rents from us, the groom gets his tuxedo rental for free!

The Formal Connection

4590 W. Sheridan Street 555-8223

Simple Elegance

The perfect hair...the perfect makeup...the perfect wedding. Perfection is easy to achieve, with a little help. Schedule an appointment for your wedding day and we'll make sure you look your best. Call 555-9910.

Mary Anne's Beauty Salon

In Lincoln Land Plaza

Say,

"I Do"

to the

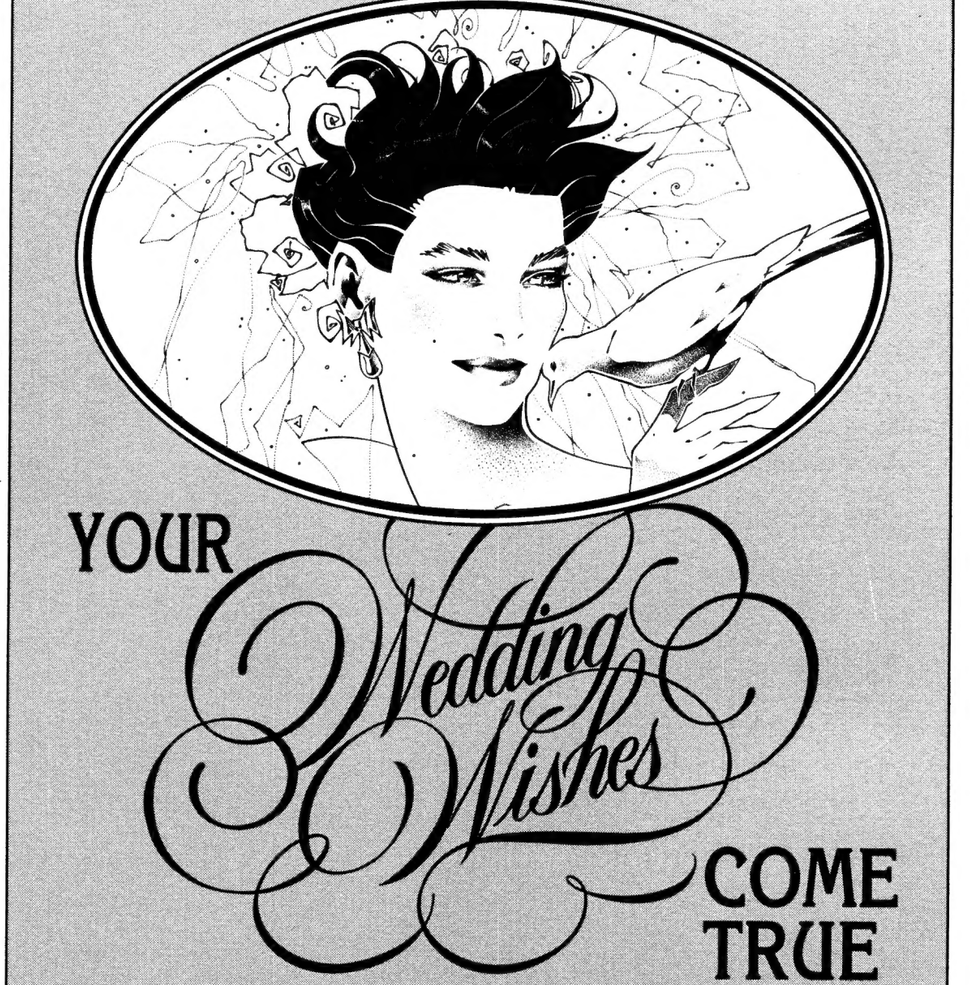
Alton Herald Star

Classifieds

Call

555-7700

to place your ad today!



YOUR *Wedding Wishes* COME TRUE

Our experienced staff can help you choose every item you need to make your home the place you've always dreamed of. And our convenient, computerized registry makes it easy for your friends and family to choose the perfect gifts in honor of your wedding. China, crystal, silver, linens, and small appliances, and anything else you've wished for can be shipped to your address.

Korrell Bridal Registry

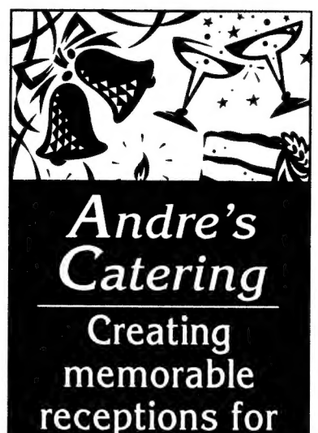
Honeymoon Specials

Start your new life together with a little romance
Spend your days together lying in the sun on a tropical island, or in a cozy cabin in the woods. We can help you get wherever you want to go.

Just give us a call and we'll arrange it all. Or stop by and take a look at our package brochures.

Masterson Travel Agency

In Northtown Plaza • 555-9331



Andre's Catering

Creating memorable receptions for over 50 years

555-4766

IT'S THE

Toast of the town

Our **"Leisure & Entertainment Guide"** Section

published every Thursday in the Daily Journal Review

Orchestrated

for easy living

Experience living designed with you in mind – tennis courts, two swimming pools, exercise facility, community building, walking trail, stocked ponds, and picnic shelters. You'll be amazed at the peaceful atmosphere of our condo community.

Willowood Estates

Just off I-57 South and LaGrange Road

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Serving up summer fun

Here's the scoop on the sales and shows coming up June 1st-15th.

Lincoln Plaza

Bergan's Summer Sale

25% off

Rise 'n' Shine Membership Special

$25 per person per month

Sign up for the Rise 'n' Shine special and get half off the regular membership fee. Use the weight machines, racquetball and tennis courts, swimming pool, and any of our other facilities from **6 a.m. to 11 a.m.** Join the club today. Offer ends June 30.

Onmi Health Club
5757 Allen Road
Call 555-4566 for details on this special.

"Get it to go" Oct. 90 PMS

dexter's restaurant

Hamburgers, salads, pizza & more are just a phone call away. Free delivery.

Mon.-Thurs. 11-9
Fri. & Sat. 12-12

555-7900

GET IT TO GO

At Naperville
Resort & Convention Center

Highway 45, Altan, IN
For reservations call
1-800-555-6600

Sometimes it's hard to know where the business ends and the pleasure begins

Use our fully equipped meeting rooms with banquet facilities and audio/visual equipment for that big presentation. After work, enjoy any of the recreational amenities or just relax in your room.

Special Summer Hours

Monday-Friday
9 a.m.-4 p.m.
Saturday
10 a.m.- 3 p.m.
Closed Sunday

Treat yourself to a great adventure, mystery, or romance novel.

Parlin Public Library
213 Walnut

Gambler's Sale

Tuesday, June 2 and Wednesday, June 3
Selected items throughout the store are

50% Off

If you're gambling on greater savings, further reductions on suits, sport coats, shirts, and more will be taken as follows:

Thursday, June 4 ..... **70% Off**
Friday, June 5 ..... **90% Off**

MASON'S THE STORE FOR MEN
452 S. Glanville Dr. • Mon.-Sat. 9-7

Make this weekend a real splash for just $59 a night.

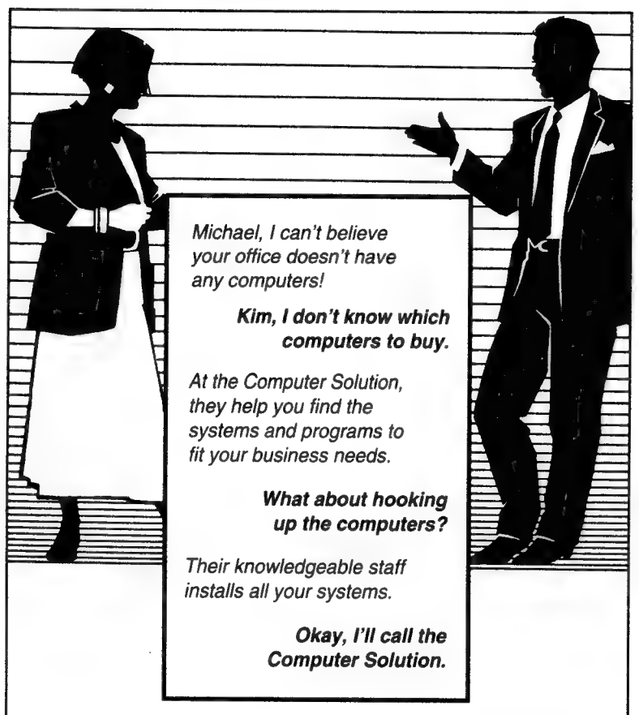
Perfect for the sports fanatic. Swim, play golf or tennis, or lift weights at our health club.

Or enjoy some time relaxing. Fine dining, dancing, and shopping all right within the hotel.

Soak up some fun!

For reservations call 555-7700 • 440 Filkin St.
Three miles south of I-25 in Galesburg

KENMARE HOTEL



Michael, I can't believe your office doesn't have any computers!

Kim, I don't know which computers to buy.

At the Computer Solution, they help you find the systems and programs to fit your business needs.

What about hooking up the computers?

Their knowledgeable staff installs all your systems.

Okay, I'll call the Computer Solution.

Discover what the right computer systems and programs can do for your business.

• Desktop Publishing • Business Systems
• Personal Computers • Laptop Computers
• Networking • Hardware • Software

the Computer Solution

514 Evergreen 555-7811

It's a breeze!

Pay just $7 and get three lines of copy for seven days.

Journal Classifieds
555-6910

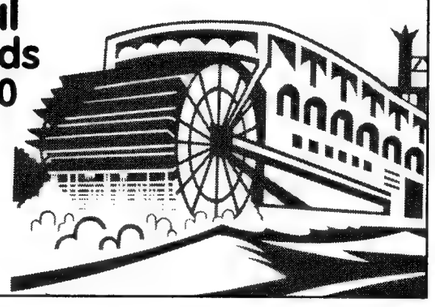
Buy, sell, or trade in the area's number one marketplace.

Don't miss the boat!

Reach thousands of people every day by placing your ad in the classifieds.

Journal Classifieds
555-6910

Buy, trade, or sell in the area's number one marketplace.



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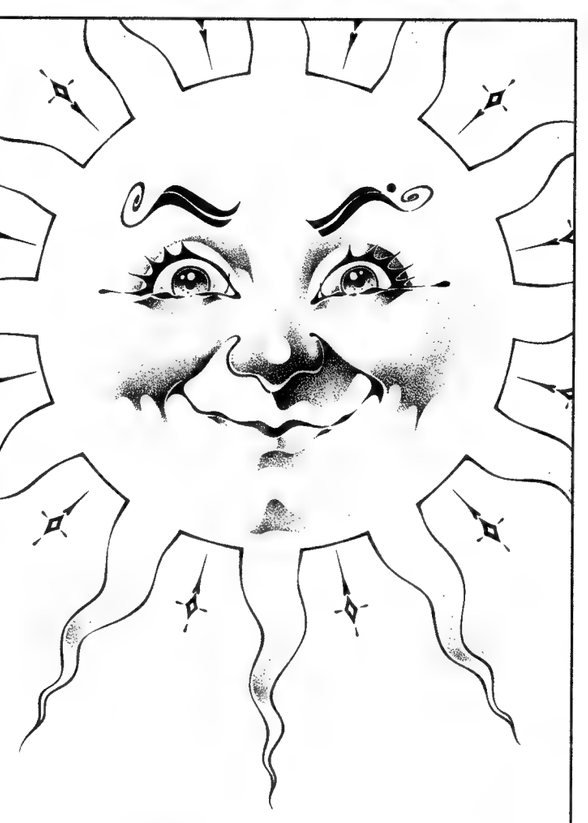
13 HOUR SALE

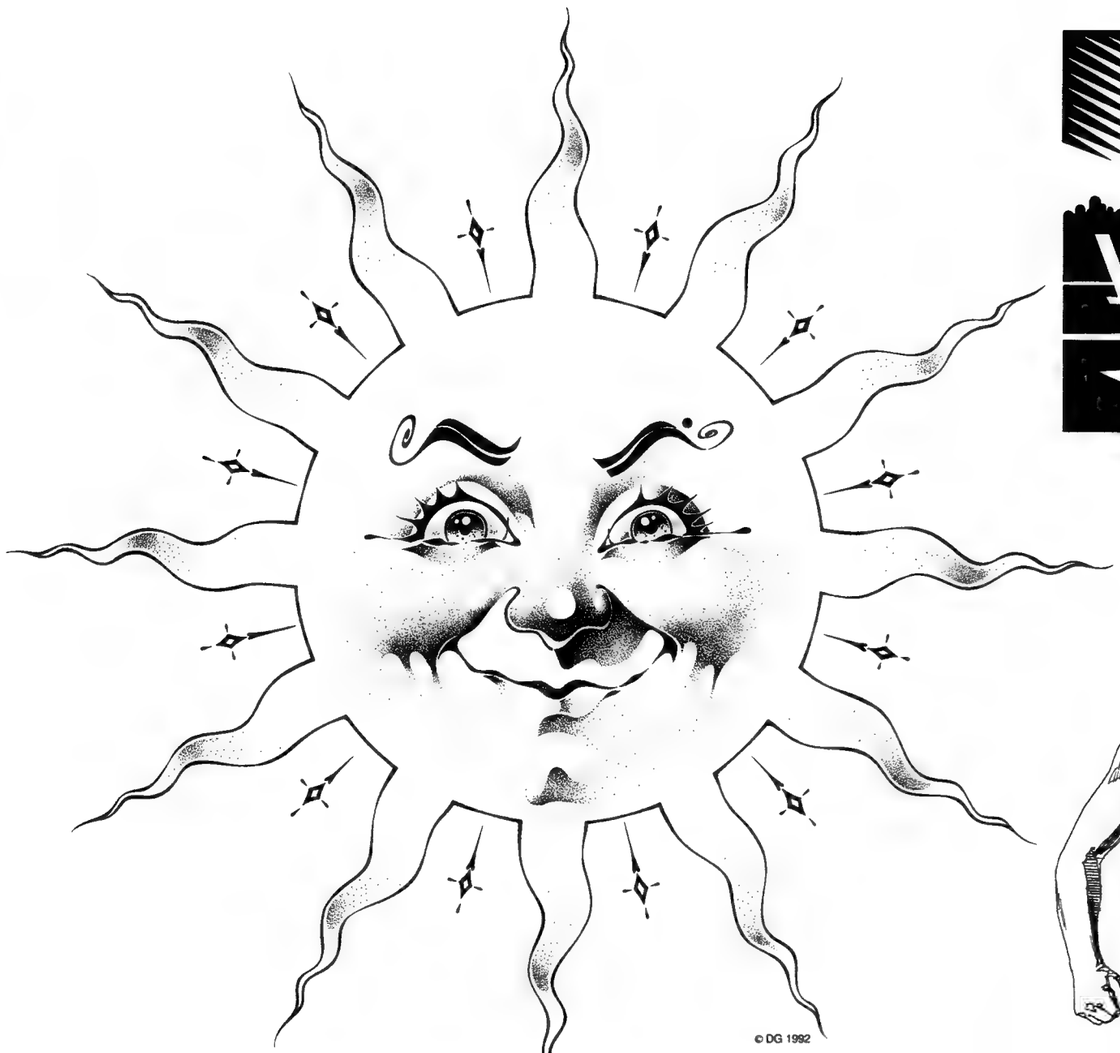


Save while the sun is shining. Take **25-40%** off all furniture from 8 AM-9 PM. You'll find famous brands like...

- **Countryline**
- **Boston Harbor**
- **Robertson**
- **Heritage Hill**
- **Croxford/Harden**
- **Mason Allen**

Cathcart Furniture

410 Perry St. • One block east of Main
Sale runs Saturday, June 27th.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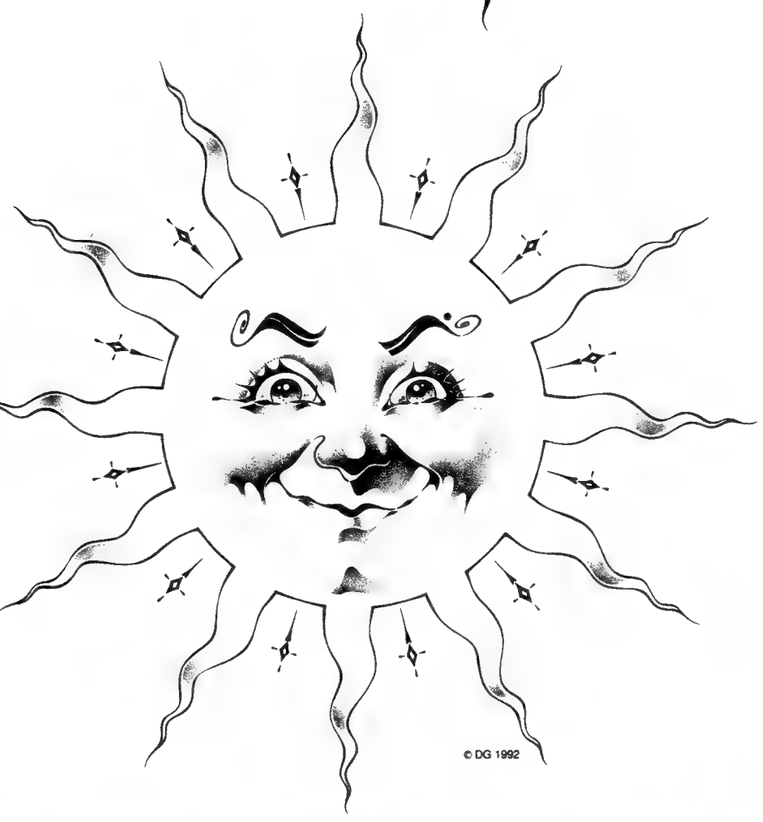
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Your party will be a success!

Let the professionals handle all the details

Leave the set-up and service to us, you simply choose the food. Select from an array of side dishes, main entrees, and dessert items from our menu.

- *Holiday parties and meals*
- *Business and social functions*
- *Birthdays and anniversaries*
- *Weddings and retirements*

Over 30 years of quality catering service

Cole's Catering
555-7990

Weekend Fish *Specials*

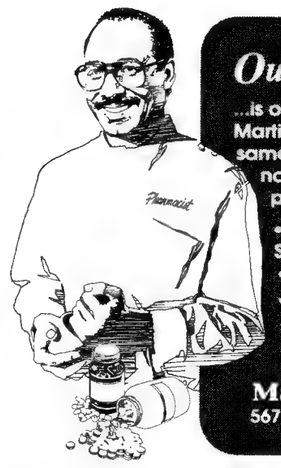
Thur., Fri. & Sat. • June 4-6

Fresh Shrimp 1 Lb. $6.79

Fresh Crab 1 Lb. $4.89

Fresh Perch 1 Lb. $1.99

Nick's Seafood Place
3345 S. Diversey Avenue 555-5909



Our pledge to you...

...is one of excellence and affordability. Martin Rx brand products share the same quality and ingredients of these national brand equivalents but are priced to save you money.

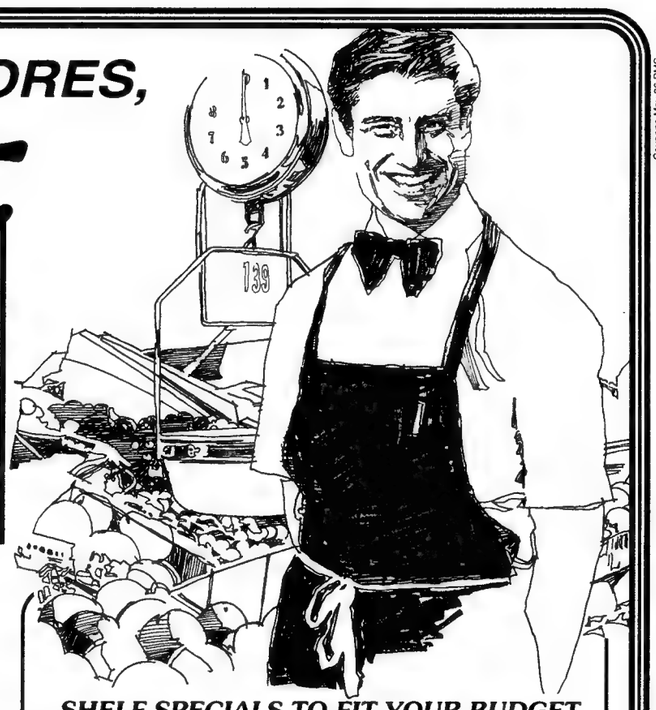
- Sudacine Plus • Tyrenox • Extra Strength Therafed • Madoxcidril • Muractin • Puracidrine • Herroll

You must be completely satisfied with your Martin Rx brand product or we will refund your money.

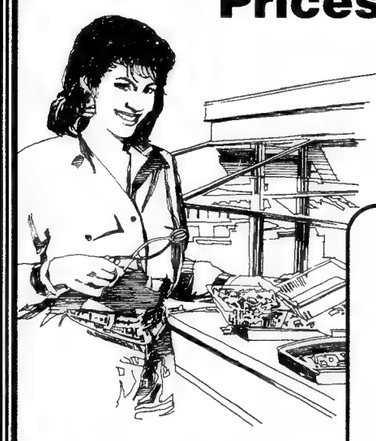
Martin's Super Drugs
567 N. Parkside Drive 555-6461

AT POTTER'S SUPER FOOD STORES,

We have it ALL



Prices good June 8-June 14



Come shop at Potter's Super Foods open 24 hours a day, seven days a week. You'll find a large variety of grocery products, choice meats, produce items, bakery and deli services, and pharmaceutical supplies.

Garden Fresh
Cauliflower ..... 1 lb. Pkg. 69¢

Garden Fresh
Pea Pods ..... 8 oz. Pkg. 89¢

Harvest Fields
Potatoes ..... 5 lb. Pkg. 99¢

Harvest Fields
Red Onions ..... 1 lb. Pkg. 79¢

Fresh Summer Produce

Take a look at the fresh and bountiful produce items we have for you. Crisp, wholesome vegetables for any meal or to be eaten as a snack. Mix and match any 4 of these salad fixings for:

$1.00

• Tomatoes • Green Peppers • Mushrooms • Radishes • Carrots • Cucumbers • Onions • Celery

SHELF SPECIALS TO FIT YOUR BUDGET

Nature Ridge
Granola Bars ... 10 oz. Pkg. $1.19

Kanaga's
Corn Flakes ..... 18 oz. Pkg. $1.09

Mama Lee's
Brownie Mix .... 21 oz. Pkg. $1.69

Wick Brand
Potato Chips 12 oz. Bag 85¢

Ultra-Dry
Towels 69¢

EVERYDAY ESSENTIALS FOR YOUR DINING PLEASURE

Center Cut Boneless Beef
Chuck Roast ..... 1 lb. $1.69

U.S.D.A. Choice Boneless
Sirloin Steak ..... 1 lb. $2.89

Boneless Chicken
Fryer Breasts ..... 1 lb. $3.29

Skinless Fryer
Leg Quarters ..... 1 lb. 59¢

Boneless Butterfly
Pork Chops ..... 1 lb. $3.49

Farm Hill
Pork Loin ..... 1 lb. $1.59

Plumpies
Hot Dogs 1 lb. Pkg. 89¢

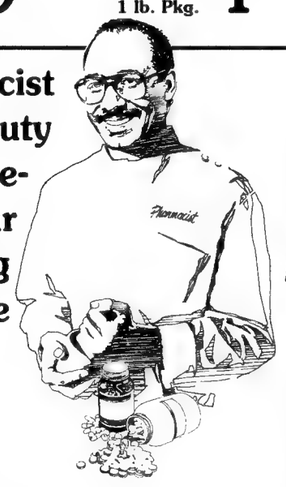
Dennison
Bratwurst 1 lb. Pkg. $1.89

Tim Luker
Cold Cuts 99¢

U.S.D.A. Choice Meats cut to order

If you're not 100% satisfied with the quality of the fresh meat you buy at our store, we'll refund your money.

Pharmacist on duty round-the-clock for your shopping convenience



POTTER'S SUPER FOODS

3 Great Locations:
3455 S. Winchester Ave. 555-4136
2100 N. Laramie St. 555-8529
1592 W. Harmon Hwy. 555-5557

Valuable Coupon
$1 Big R Cherry, Lemon-Lime, Raspberry, Orange & Grape **SODA** 5 FOR $1.00
Expires June 14, 1992
One offer per coupon

Valuable Coupon
$1 In-Store Bakery, Fresh Baked French **BREAD** 2 FOR $1.00
Expires June 14, 1992
One offer per coupon

Valuable Coupon
$1 Champion 5 lb. bag All Purpose Enriched **FLOUR** 2 FOR $1.00
Expires June 14, 1992
One offer per coupon

Valuable Coupon
$1 Filson's Vegetable, Tomato, and Chicken Noodle **SOUP** 3 FOR $1.00
Expires June 14, 1992
One offer per coupon

Coupons May Be Purchased May 86 PMS

SUMMER *Sale*

Add some designer flavor to your wardrobe!

Check out this season's hottest new fashions from Allen Grier, Jan Reynolds, Jim Phalin, and Sandra Hill. A wide selection of skirts, shorts, blouses, jeans, and more.

Marianne's Fashions
673 Northbrook Drive
Mon.-Sat. 9-5

It's the icing on the cake

We've just made a sweet deal even better

2 classifieds display ads for the price of one!

To take advantage of our June special call

555-6200

The Westside News

The biggest little SALAD BAR in town

All You Can Eat!
Lunch.....$4.25
Dinner.....$6.25

Pasta, soup, pizza, fresh fruits and vegetables, chicken, cakes, and more.

BAILEY'S
645 W. Clifton Ct.
Mon.-Sat. 11-9

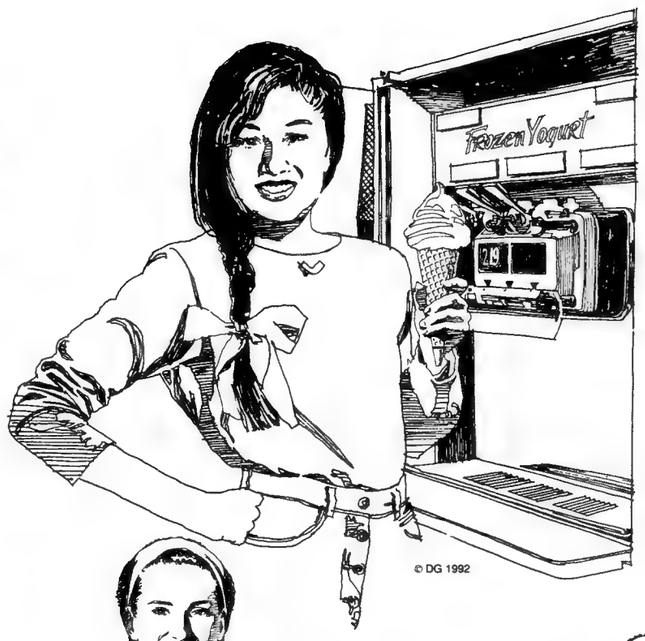
No Errand Too Small

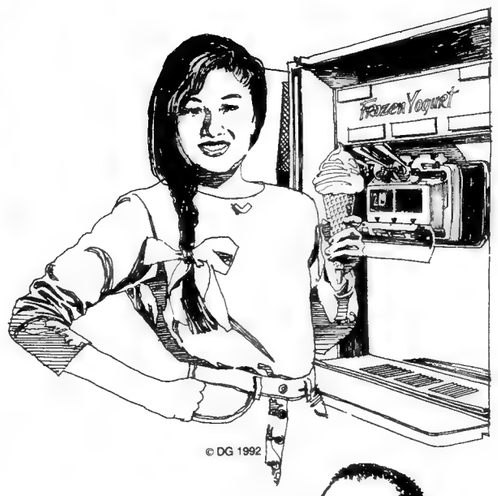
Couldn't you use an extra hand with the little chores? Call today and find out how we can help you.

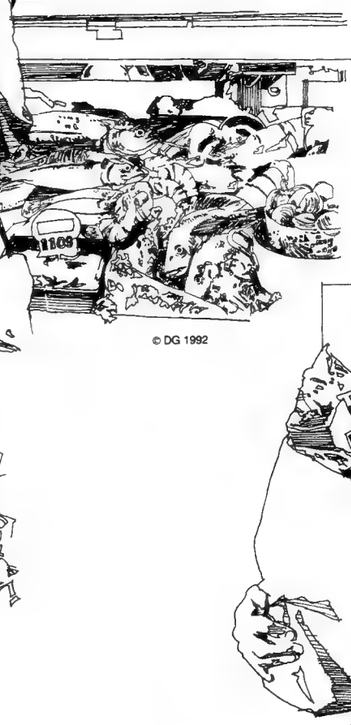
- *Pick up the groceries*
- *Pick up the dry cleaning*
- *Take the car in for repairs*
- *Pick up any medication*
- *Bring mail to the post office*
- *Request any errand*

Every errand is taken care of in four hours or less!

Call:
555-6777
Don's Errand Service







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Pride In Performance

Test drive a foreign car and learn what horsepower is really about.

For speed and great handling, test drive the ZR 545. If it's comfort you're looking for, try the luxurious new Divan. Visit the area's largest import car dealer today.

WESTGATE IMPORT MOTORS
2100 W. Glen Rd. • Monday-Saturday 9-7

Ride out the tough times

Help keep your company afloat during the economic hard times with a low-interest business loan. Come in for a personal consultation today.

SOUTHSIDE BANK
224 W. Burbank Dr.

Definitely A Number 10!

Enjoy the great outdoors this summer without getting burned.

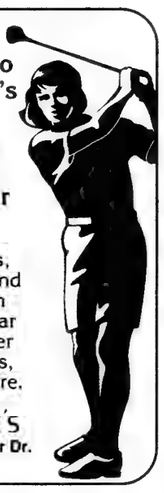
Shield your skin from the sun's harmful rays with the proper sun block. No more burning and peeling. Protect sensitive skin with a high numbered sun block and play safely this year. Shop here for your sun care.

Better Family Pharmacy
2227 N. Kennelworth Blvd.

Swing in to Jenny Lee's for the latest in summer sportswear fashions

Hit the links, the courts, and the pools in style this year with designer shirts, shorts, suits, and more.

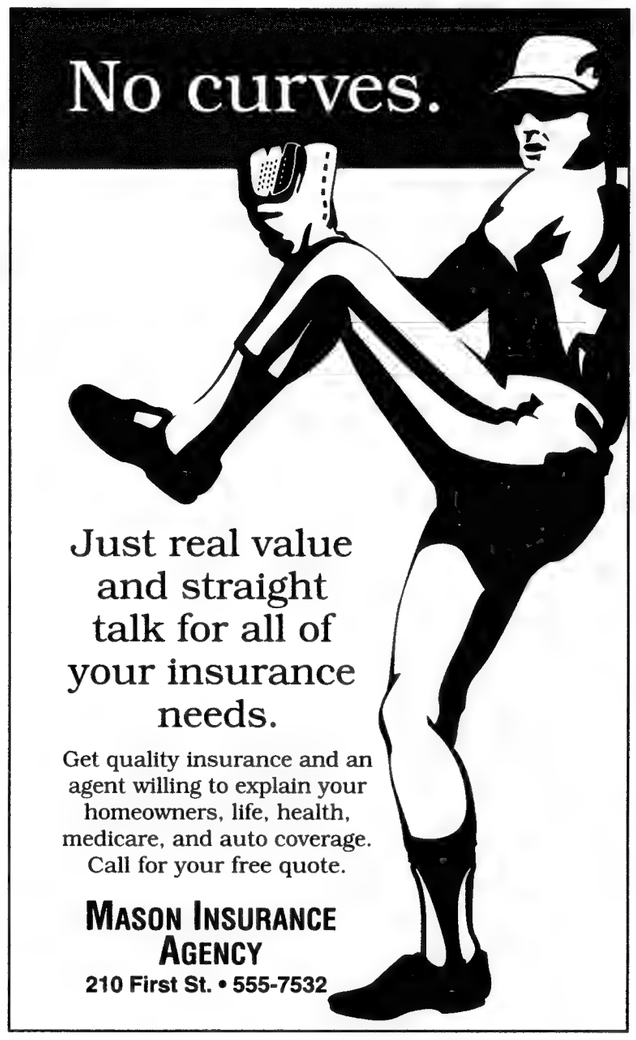
JENNY LEE'S
652 E. Lancaster Dr.



Work Hard, Play Hard

If you give it your all in everything you do, then you're the person we're looking for. Come in and apply for the opening in our Marketing Department.

Cunningham & Company
480 E. Hazzleton Rd.



Just real value and straight talk for all of your insurance needs.

Get quality insurance and an agent willing to explain your homeowners, life, health, medicare, and auto coverage. Call for your free quote.

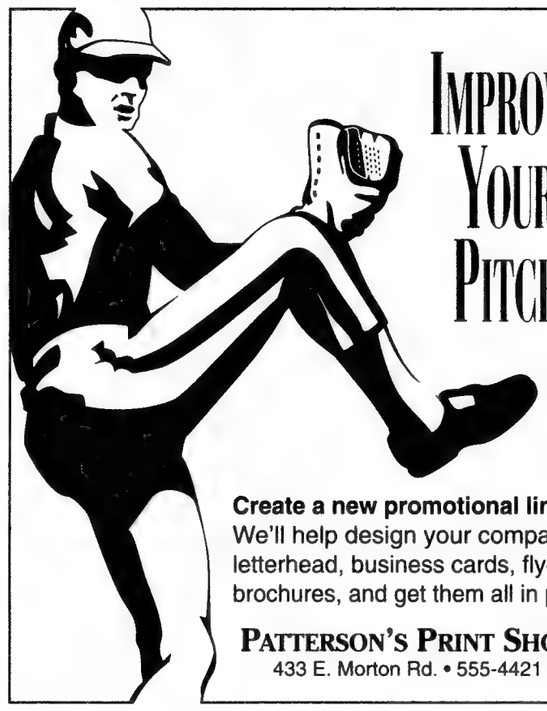
MASON INSURANCE AGENCY
210 First St. • 555-7532

WE'RE NUMBER ONE

YES, there really is a difference in Real Estate companies!

The Tri-County Real Estate Board has rated us number one in real estate service for the fifth year in a row.

Davis Realty
140 E. Fondulac Dr.
Tel. 555-9299



IMPROVE YOUR PITCH

Create a new promotional lineup!
We'll help design your company letterhead, business cards, flyers, brochures, and get them all in print.

PATTERSON'S PRINT SHOP
433 E. Morton Rd. • 555-4421

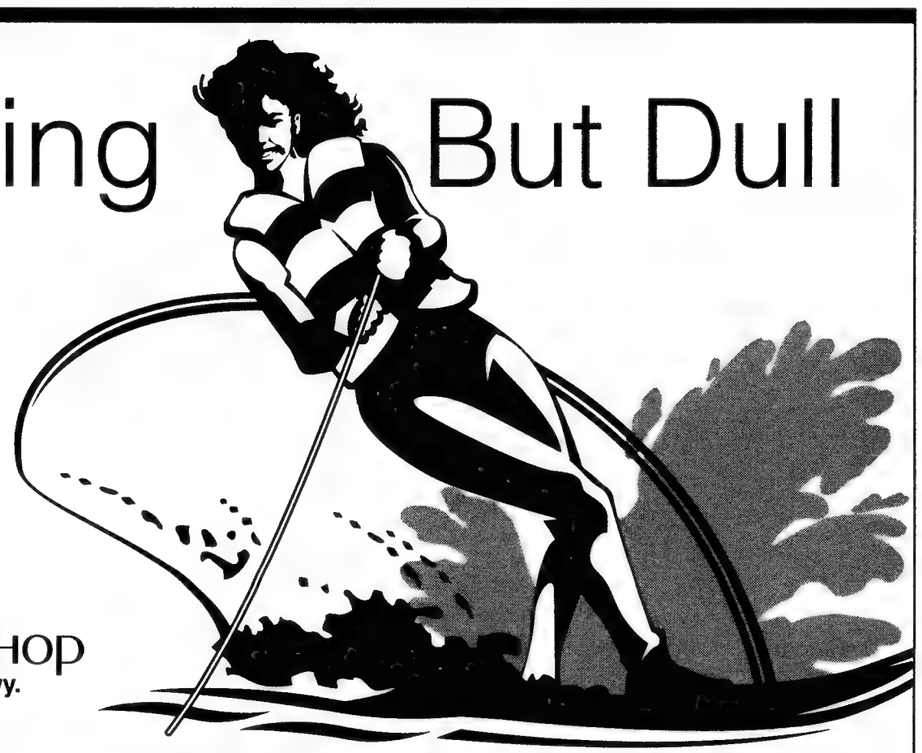
Teamwork

...makes a big difference.

As one of the area's largest companies, we are concentrating our efforts on helping you. The engineering department is constantly working on more efficient ways of producing electricity and natural gas, and the communications division is working with the ECI on steps our company can take to improve the environment. By working together, we can make your city a better place to live.

NORTHERN WISCONSIN GAS AND ELECTRIC COMPANY
Telephone 555-8000 • 3000 N. War Memorial Parkway

Anything But Dull



An exciting vacation like this needs to be remembered. And what better way than with some photos. Stop by and we'll help you find the perfect camera. If you own a camera, don't forget to load up on film.

Call 555-5050

THE CAMERA SHOP
3112 E. Commonwealth Pkwy.

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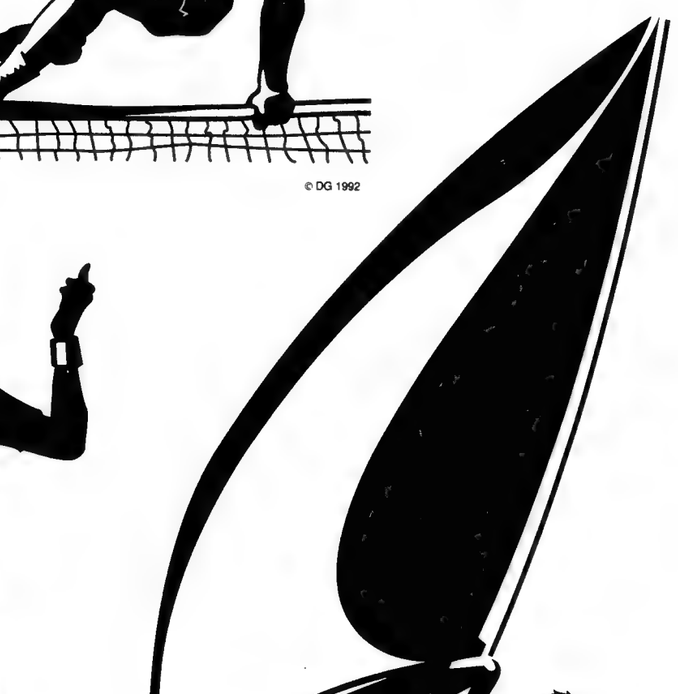
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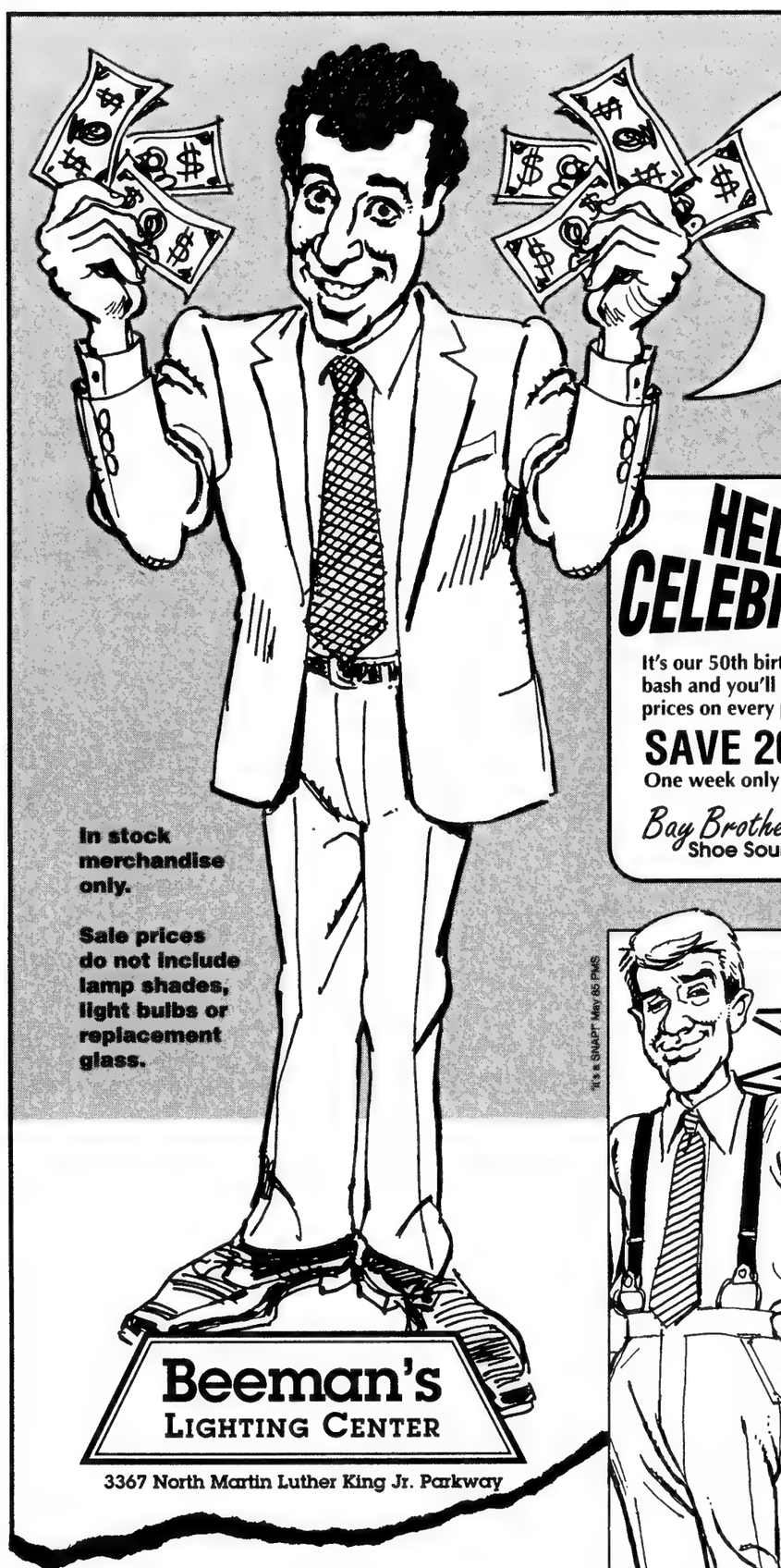


It's the BIGGEST, BRIGHTEST LIGHTING SALE you've ever seen!

In stock merchandise only.

Sale prices do not include lamp shades, light bulbs or replacement glass.

Beeman's
LIGHTING CENTER
3367 North Martin Luther King Jr. Parkway

HELP US CELEBRATE

It's our 50th birthday savings bash and you'll find reduced prices on every pair of shoes.

SAVE 20-50%
One week only – June 8-13.

Bay Brothers Shoe Source | 771 E. Main Mon.-Fri. 9-9 Sat. noon-6

Decorative Headings & Alphabets Vol. 2

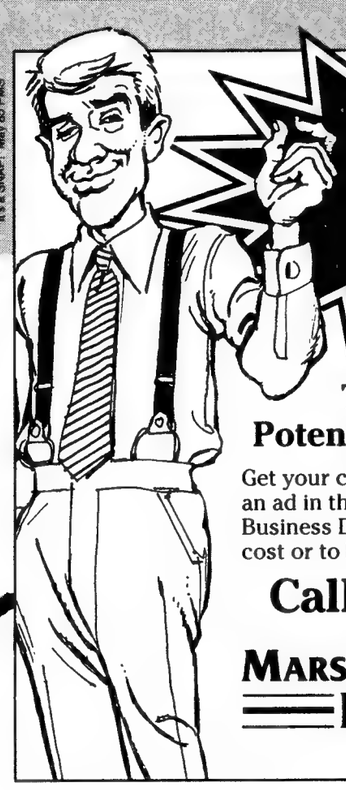
PRICE SLASHER
Sale Event Of The Year

Gratton Deluxe Sewing Machine
Drop-in bobbin with sewing light
NOW ONLY.....$99.99

Rangemaster Microwave Oven
Electronic touch controls with timer
NOW ONLY.....$229.99

We're also cutting prices on name-brand:
- *Dishwashers*
- *Refrigerators*
- *Vacuum Cleaners*
- *Washers & Dryers*

Krause Appliance
3004 W. Glacier Rd. • Sale ends June 30th.



it's a SNAP!

To Reach Potential Customers

Get your company noticed with an ad in the Marshall County Business Directory. For details on cost or to list your ad...

Call 555-7775

MARSHALL COUNTY HERALD

It's a SNAP! May 85 PMS

SUMMER

CLEARANCE

Save $10 on Ameton
$29.99 Watches for men and women
Choose from a variety of styles including abalone, moons, and skeleton dials. All with quartz movements.

Save on entire stock of Leather Moccasins
$9.99 In men's, women's, and children's styles
Get the classic comfort of moccasins in kiltie moc or classic tie step-in styles.

Save 20% on Jeans
$21.59 Save over $5.00 Reg. $26.99
Every pair of men's and boys' Reave's jeans has been reduced. Choose from regular, relaxed fit, or baggy styles.

Save $10 on Jackets
$25.99 London Gear rain jackets or coats
Save on all juniors and misses sizes. Select the perfect raincoat from an array of fashionable styles and bold colors.

Ad prices run from Sunday, June 7 through Saturday, June 13.
Come in today and see all the items you can save on.

420 E. Reason St.
Mon. thru Fri. 9-9
Sat. noon-6

FOLEY'S

We proudly accept Pisa, Nothingcard, and Foley's cards.

Decorative Headings & Alphabets Vol. 2

Buy 1, Get 1 Free
Color Copies

Bring in this coupon for our special offer on any size color copies. Every order will be taken care of in 24 hours or less guaranteed. Offer not valid with any other coupon.

Offer Expires June 30, 1992

COPIES PLUS
Monday-Friday 9-9 • Saturday 11-7
447 N. University Ave. • 555-9674
2032 E. Hargrove Dr. • 555-4501

We're Rolling Out The Red Carpet

20% Off
During Red Carpet Days get reduced prices on every piece of furniture and make no payments for up to 6 months.
"Hurry, offer ends June 8!"

Furniture Warehouse
1546 E. Northmoor Pkwy.

"I sold my boat, just like that, in the Classifieds."

Reach a whole county of buyers for only $10. Thousands of people read the Journal Classifieds every day. And a mere $10 gets you three lines of copy for an entire week. To place your ad...

Call 555-8000
the Journal **Classifieds**

"I always get great bargains in the Classifieds."

Check out our ads for deals on everything. Keep your budget in line with furniture, stereos, sports equipment, and more from the classifieds. Any questions on how to place your own ad...

Call 555-8000
the Journal **Classifieds**

"I finally found that antique car in the Classifieds."

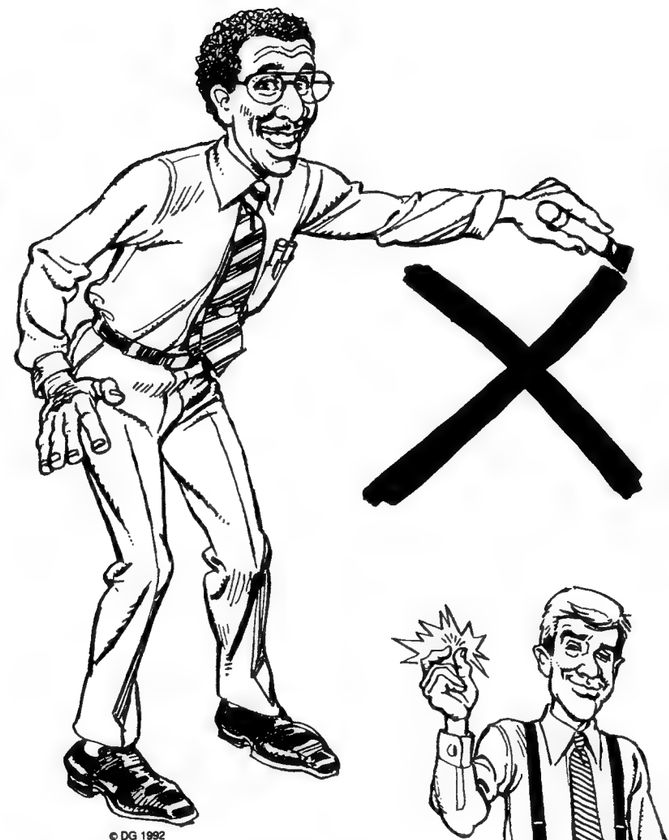
Look to the classifieds for your dream car. You'll find everything from cars to motorcycles to trucks. If what you're looking for isn't listed, place your own want ad. For further details...

Call 555-8000
the Journal **Classifieds**

Talk with a sales rep about our new and used car deals.
- Financing
- Warranty
- Service/parts

Serving Northern Indiana for more than 40 years.

Cahill Motors
814 Justice Dr.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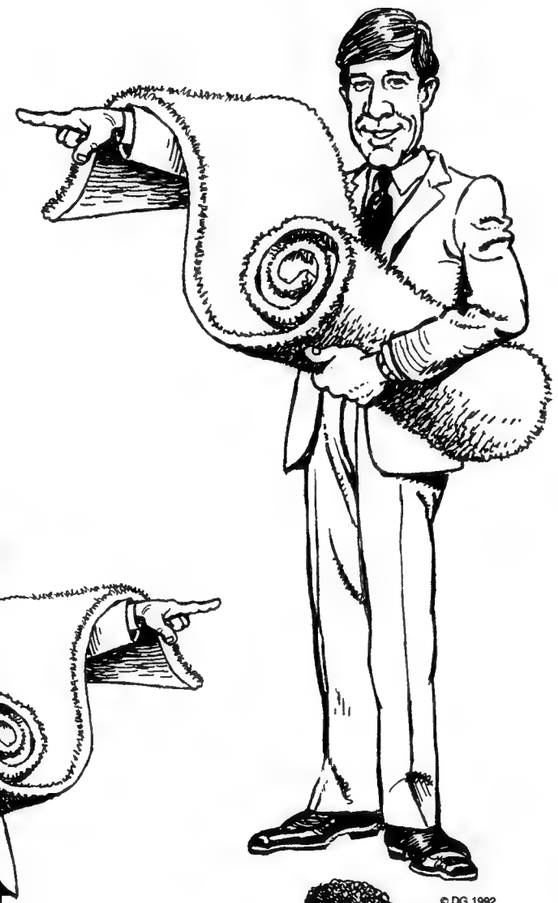
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. . .SO I SAID, GIVE ME ONE GOOD REASON I SHOULD BUY FROM YOU.

Then the salesperson explained about all the convenient services. Now I'm convinced!

Pierce Autos
126 Main • Open 'til 8 p.m.
555-7896

"Healthy & Happy" April 89 PMS

Healthy & Happy

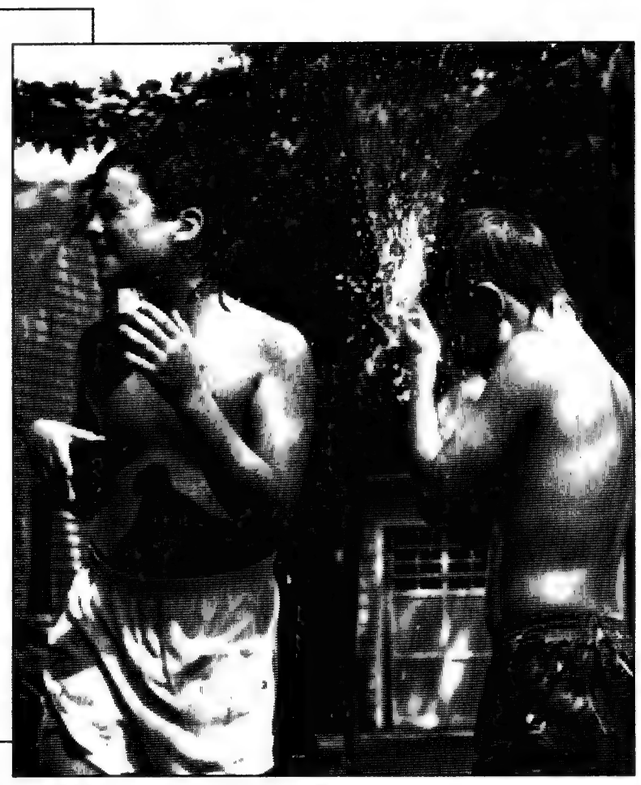
Keep yourself and your family in the best of health with quality prescription and over-the-counter medications.

The Medicine Cabinet
499 N. Knowlan • 555-4567

TAKE IT OFF!

It's getting hotter every day, so we're cooling off by taking up to 30% off all summer casual wear. Save on swimming suits, sandals, cover-ups, summer sweaters, and more. Don't wait, these cool prices won't last!

Sumner's
Eastwicke Plaza
Open M-S to 9, Sun. to 5



"Be Cooooool" June 89 PMS

Why trudge all over town in the heat?

BE COOOOOL

Just call 555-5674 for home delivery of

THE HARTFORD HERALD

It's going to be another hot one today.

Don't suffer through the heat another day. We can help you have the coolest summer ever. Just call 555-7896 for a free estimate.

Lewis Heating & Air Conditioning Company

1567 Vincent Avenue • 555-7896 • Open daily to 7 p.m.

"Welcome to the Neighborhood" May 88 PMS

Our local merchants have a lot to offer! Keep an eye out Thursday, June 18th, for our special section with coupons and offers from area businesses.

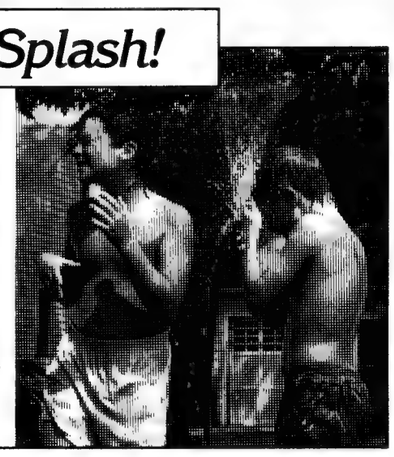
***Welcome* TO THE NEIGHBORHOOD**

A Special Section in the Thursday Daily Journal

Make A Splash!

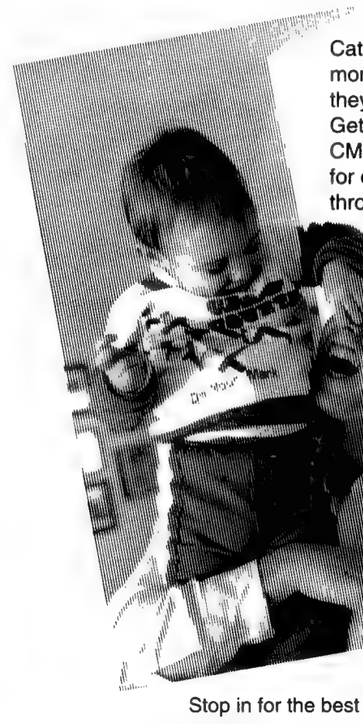
The kids will think you're the greatest when you take them out for our fantastic pizza buffet and great games. Cost is just $5.95 for adults and $3.95 for kids.

Guido's
178 S. Morton
555-5678



"It's Showtime!" Oct. 88 PMS

IT'S SHOWTIME!



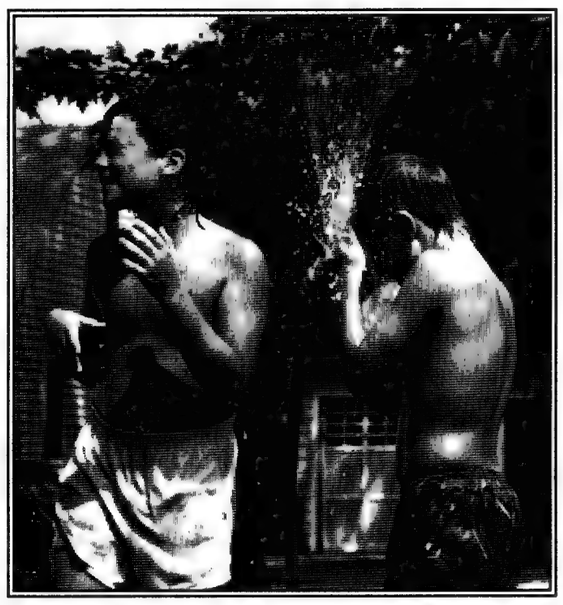
Catch those magic moments before they're gone forever. Get the Kochica CM5000 Camcorder for only $995.95 now through June 30.

Stop in for the best selection in town!

Raleigh Cameras

145 Lancaster • M-S 10 a.m. to 8 p.m.

Headline June 88 PMS



Good Old SUMMERTIME

Stop in for everything you need for good old-fashioned summer fun – from suntan oil to beach towels to sunglasses.

Kenwood Drugs
In Lakewood Plaza

Special Supplement to The Daily Herald Sunday, June 7, 1992

Look your best with the latest skin and hair care products. Save on name brand health and beauty products now through June 14.

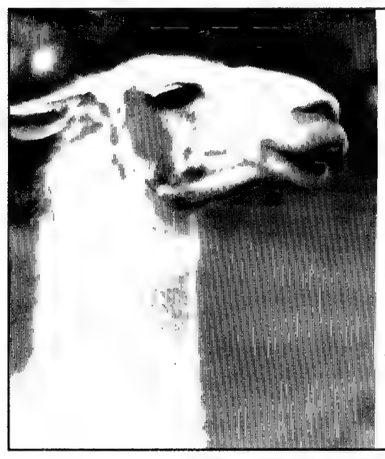
Vidmar Variety

Headline Jan. 86 PMS

Health & Beauty Aids SALE

Save up to 50% on:

- ***Lara Ash makeup***
- ***Branton shampoos***
- ***Davida nail care items***

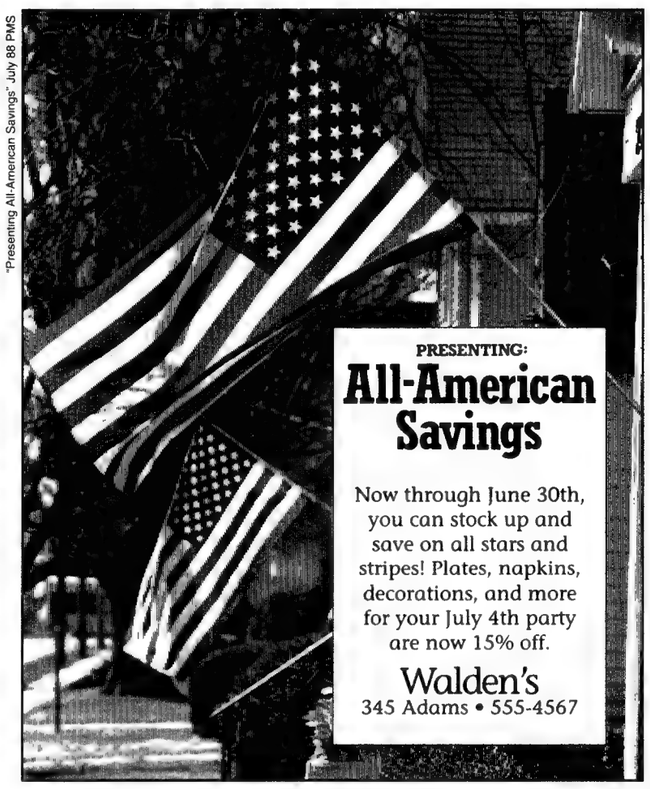


Wild & Woolly Days

For four days only.
June 8-11 • 12-8 p.m.

Furniture Warehouse
At Rt. 24 and Adams St.

"Presenting All-American Savings" July 88 PMS

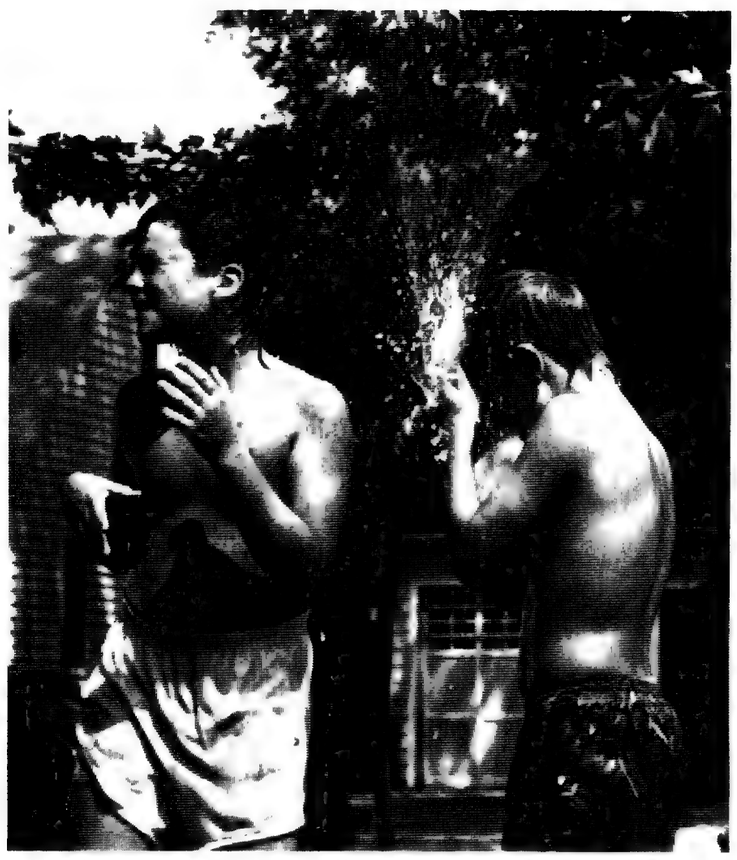


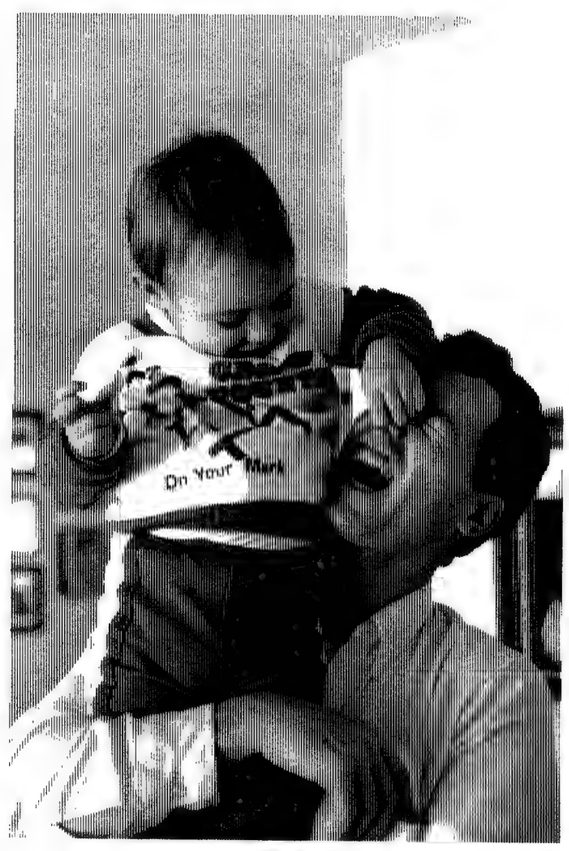
PRESENTING:

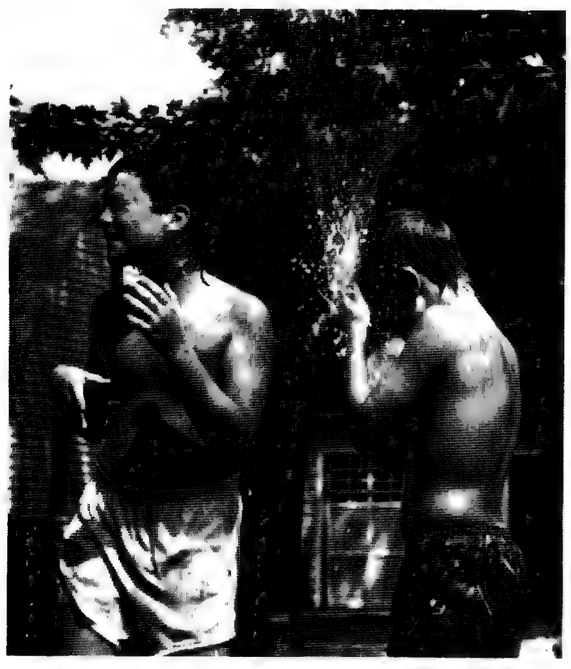
All-American Savings

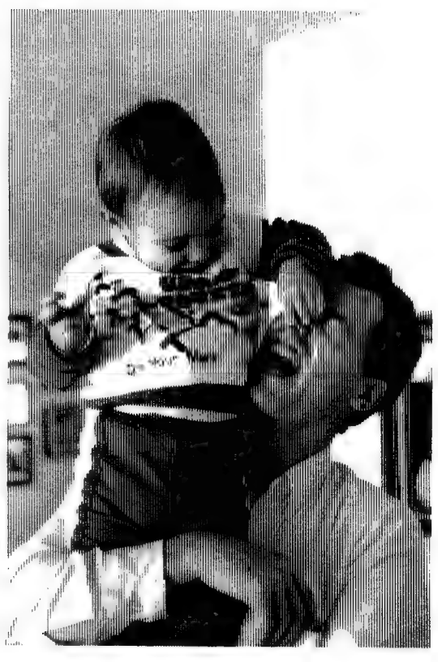
Now through June 30th, you can stock up and save on all stars and stripes! Plates, napkins, decorations, and more for your July 4th party are now 15% off.

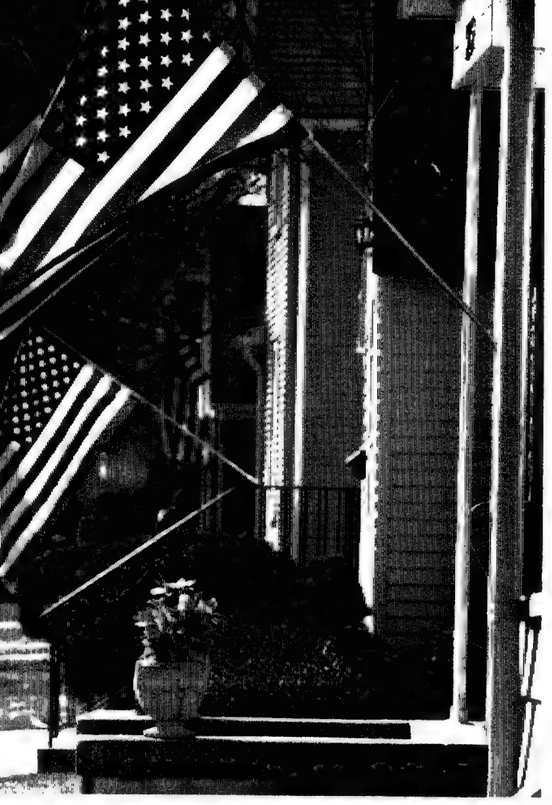
Walden's
345 Adams • 555-4567

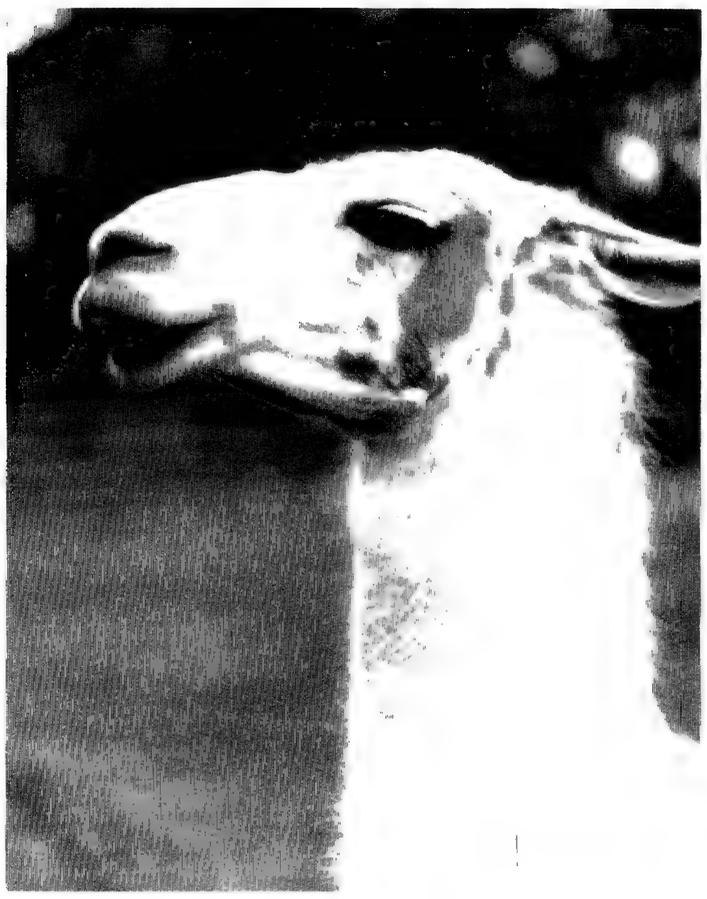












THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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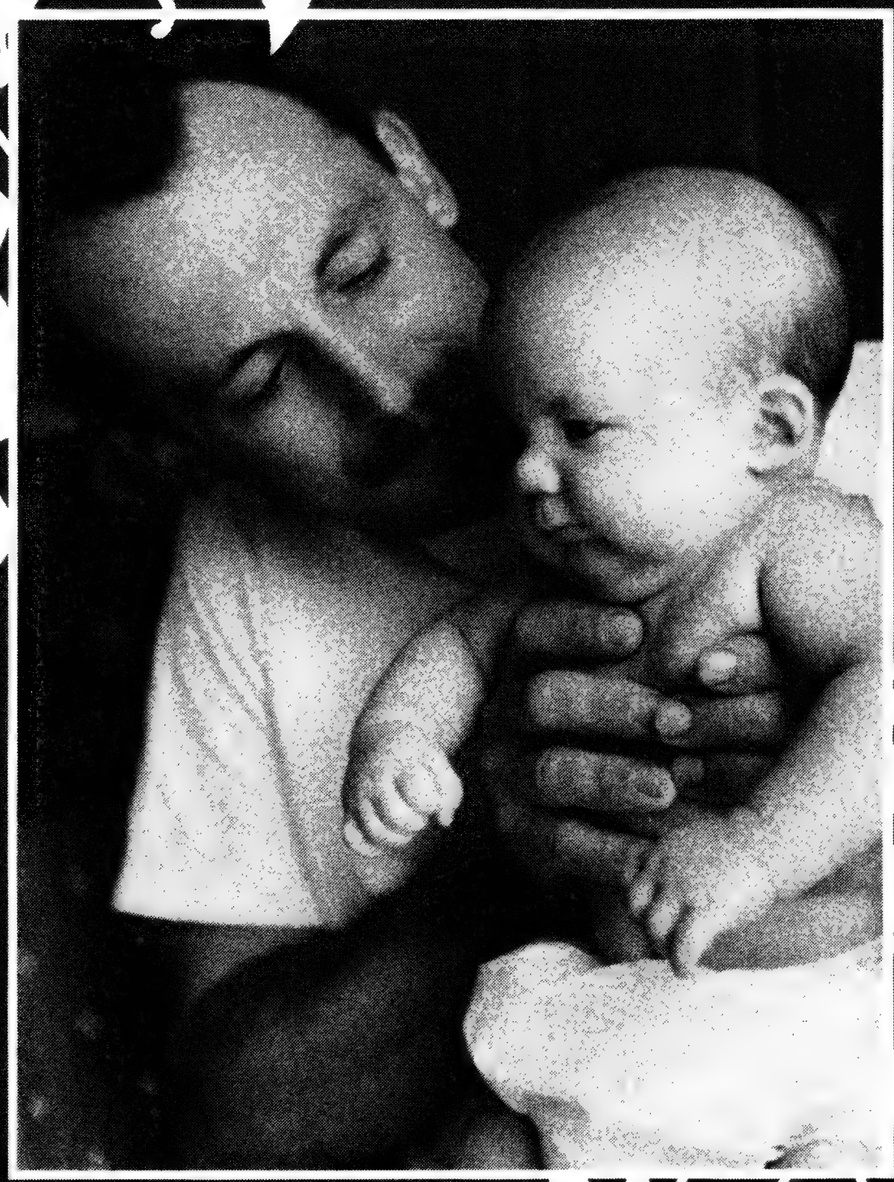
Ivy June 91 PMS

SUPPLEMENT TO THE REMMINGTON DAILY HERALD

A VERY SPECIAL FATHER'S DAY



Give him the gift of fashion from casual to formal

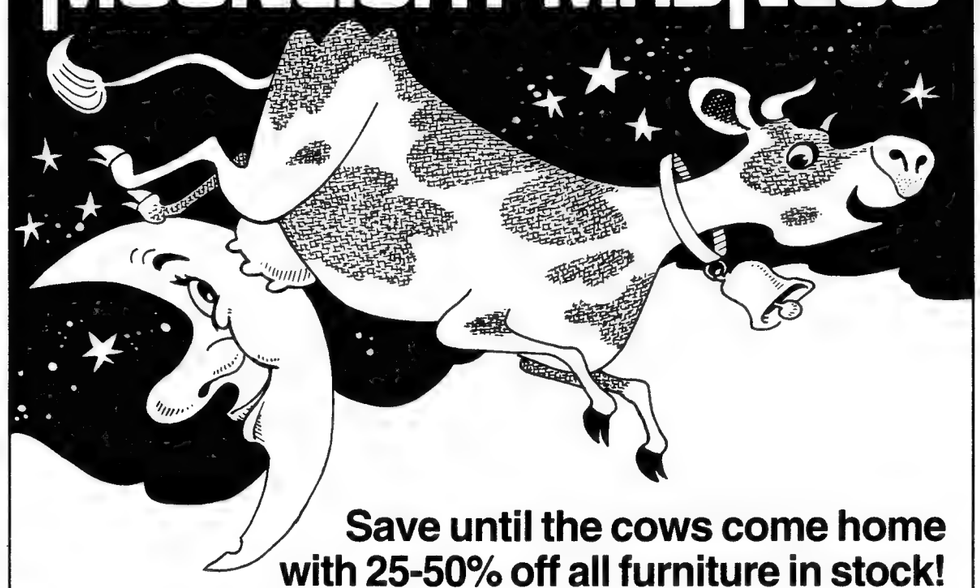
For the Dad who loves the great outdoors

One stop shopping for all your Father's Day gifts

Take Dad out to eat this year

GIFT GUIDE
FROM NORTHLAND MALL

MOONLIGHT MADNESS



Save until the cows come home with 25-50% off all furniture in stock!

We're extending our hours!

You have more time to save this Saturday and Sunday because we're staying open till 9 p.m.

Sale runs June 27 & 28!

Hurry in! Quantities are limited.

Choose from brands like...

- Colonial Furniture
- Matthew Raddison
- Vivian Hill
- Contempo Comfort
- Reed
- Innovative Designs
- Harrisburg Homes

Free delivery with every purchase over $250.
Get approval for a Bower's card while you shop.

BOWER'S FURNITURE

Downtown at State St. and Granville Ave. • Call 555-8585 • Free delivery

---

LOOK!

Great-looking nails are easy and affordable too.

$15.95 for acrylic nail tips

Please call for an appointment

ALICE'S NAIL BAR

Landamark Plaza • 555-8711

NOW SERVING

Ice-cold pitchers every Friday for only

$4.50

FREE
BUFFET IN THE BAR
every night from 5 to 7.

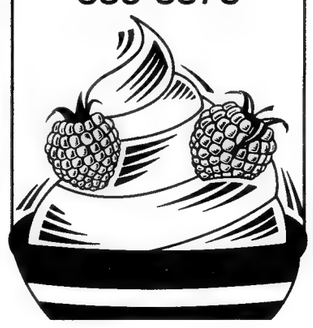
Michael's Bar and Grill

899 S. Washington

Treat Yourself to the Washington Daily Journal

The latest news delivered to your door every day.

555-3378



Spend the day with us.

Shop locally – for better selection, better service, and better prices

The Country Duck – Gifts and Collectibles

Unique handmade items for every occasion, plus cards, gift wrap, and stationery.

799 W. Strunk St.
555-4114

The Right Shoe

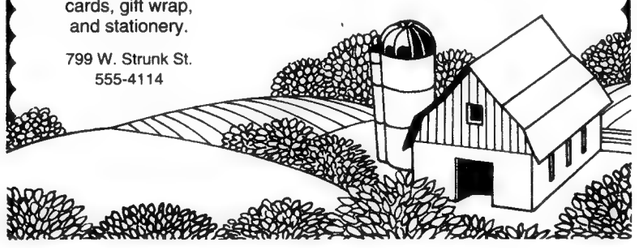
Footwear for the entire family. We sell left shoes too!

799 E. Strunk St.

The Chic Boutique

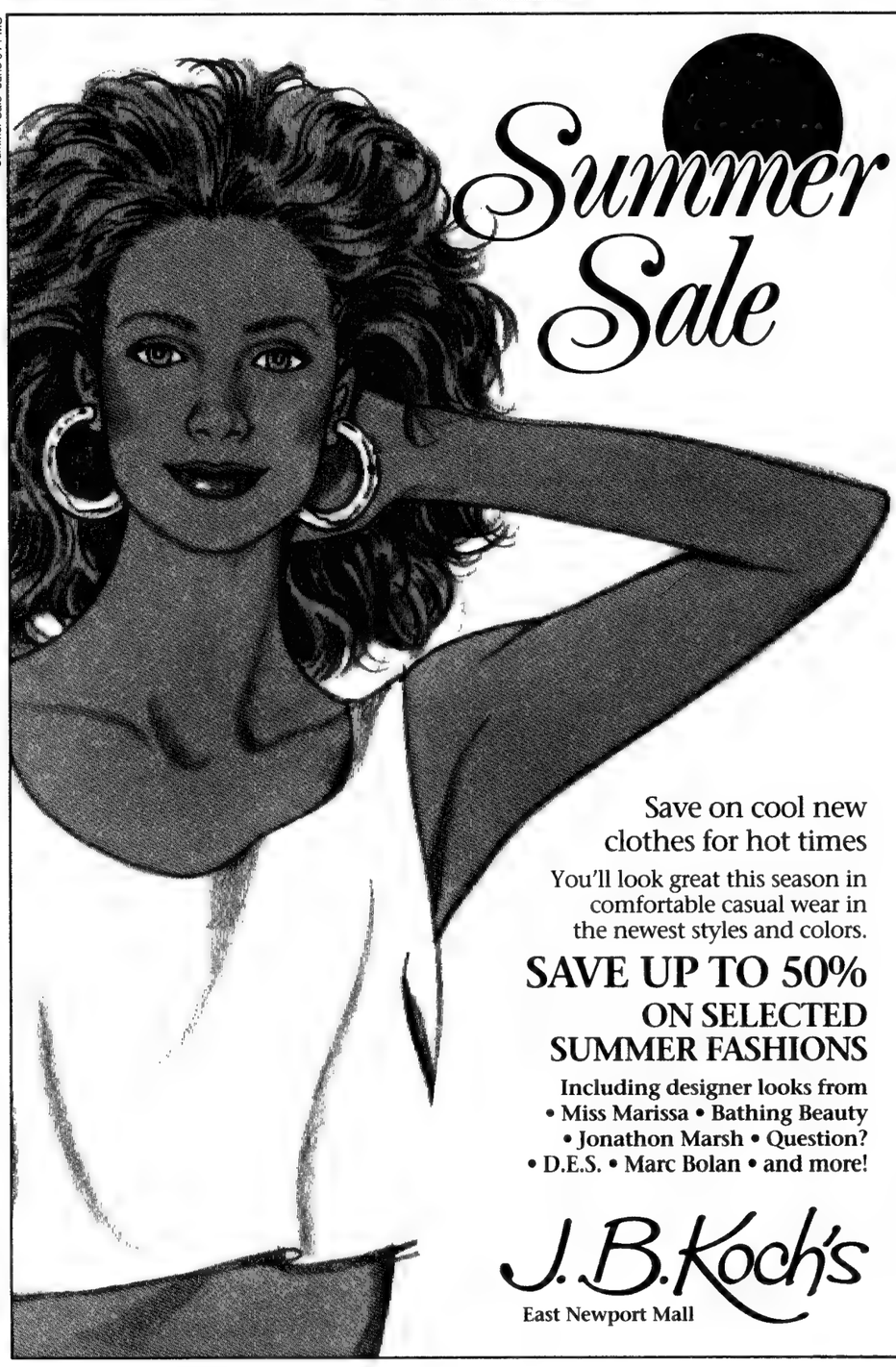
Designer fashions for discriminating women.

644 Broadway



"Summer Sale" June 91 PMS

Summer Sale



Save on cool new clothes for hot times

You'll look great this season in comfortable casual wear in the newest styles and colors.

SAVE UP TO 50%
ON SELECTED SUMMER FASHIONS

Including designer looks from
• Miss Marissa • Bathing Beauty
• Jonathon Marsh • Question?
• D.E.S. • Marc Bolan • and more!

J.B. Koch's

East Newport Mall

JUNE LUNCH SPECIAL

From our new Lite Bites menu

Keep calories and costs down at the same time every weekday from 11 to 2:30 with our low-cal Salad and Sandwich Specials.

Salad of your choice and grilled turkey sandwich only $3.95

The Cottonwood

430 Lakewood Ave. • 555-7882

Heading June 90 PMS

Hurry in for this week's specials

VACATION VALUE$

Sale prices good thru June 27th

Get ready for summer savings

Guaranteed lowest prices

Pack your bags with the essentials!

Save up to 50% on every red-tagged item in our seasonal department. Choose from a variety of name-brand merchandise.

- **Rowley Sunglasses • Beachtowels**
- **Kwik Tan lotions • Hardak Film**
- **Infinity XL Batteries • More**

Get everything you need for your summer vacation in one store!

Jack's Variety Store

163 Towanda Dr. • Weekdays 9-9 Sat. 11-6

SUMMER LIFESTYLES

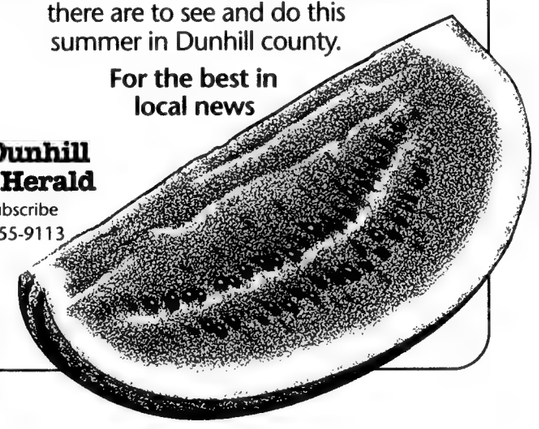
It's a slice of summer fun! Coming your way Saturday, June 27th.

Take a look at all the great new things there are to see and do this summer in Dunhill county.

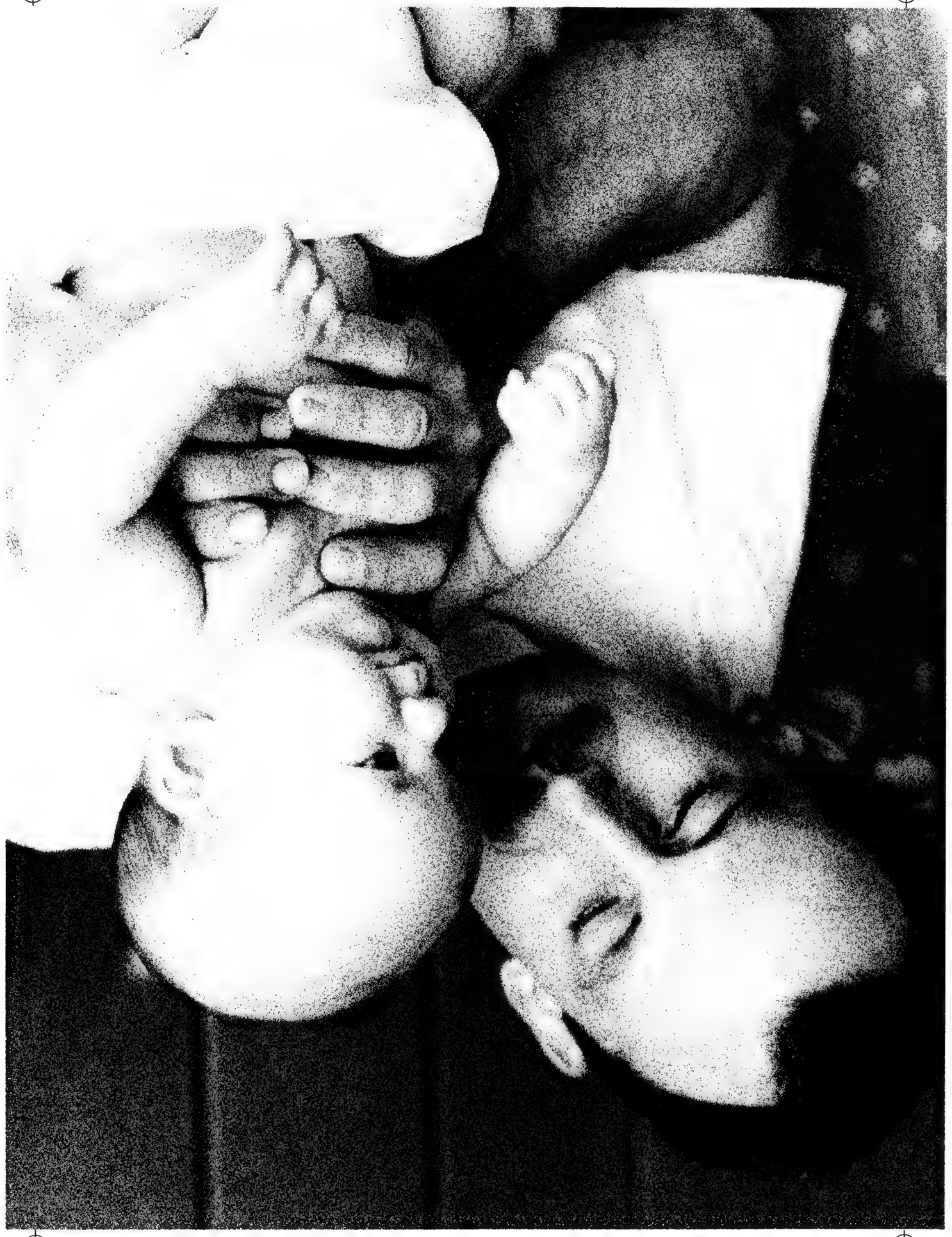
For the best in local news

The Dunhill Daily Herald

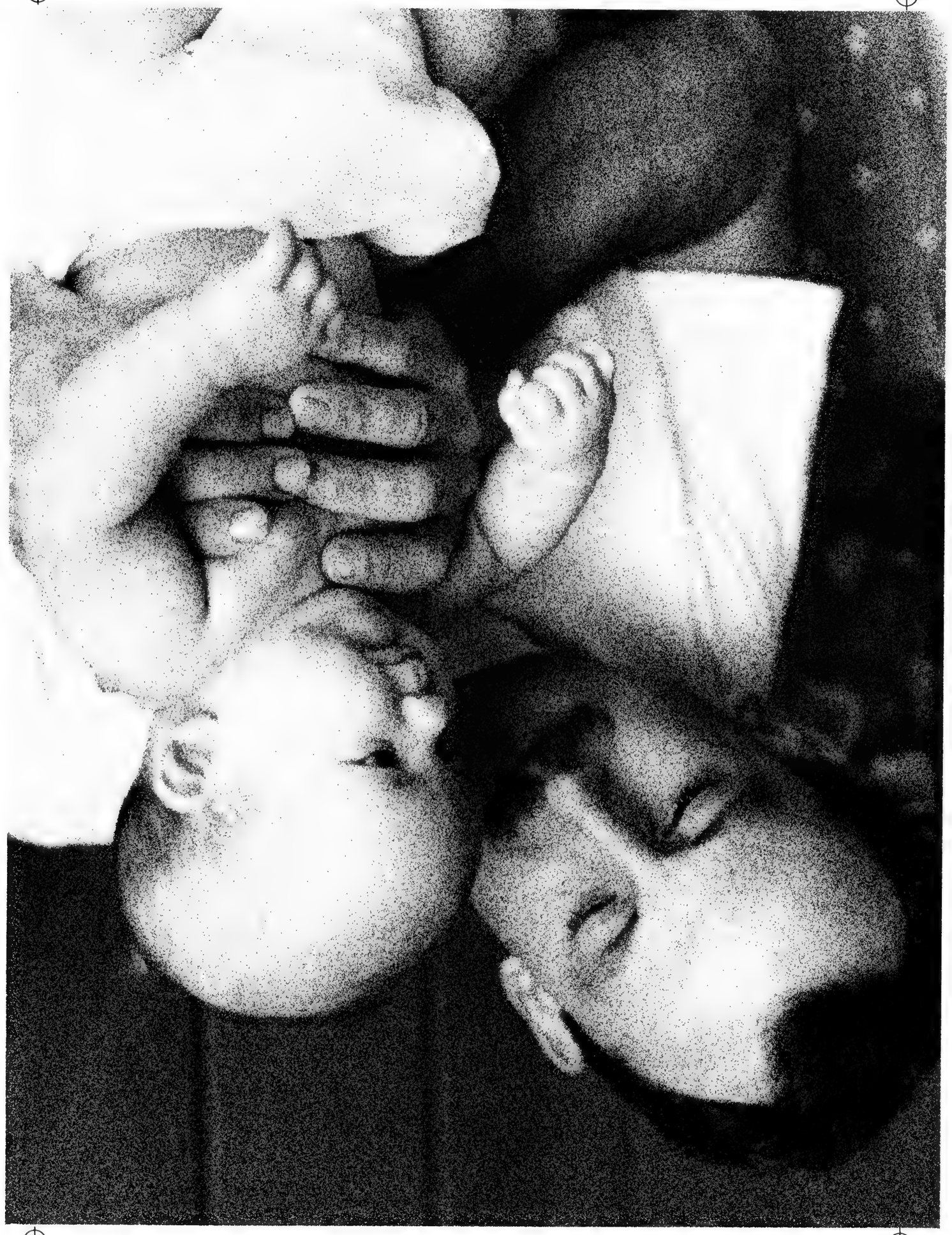
To subscribe call 555-9113



BLACK PLATE



COLOR PLATE



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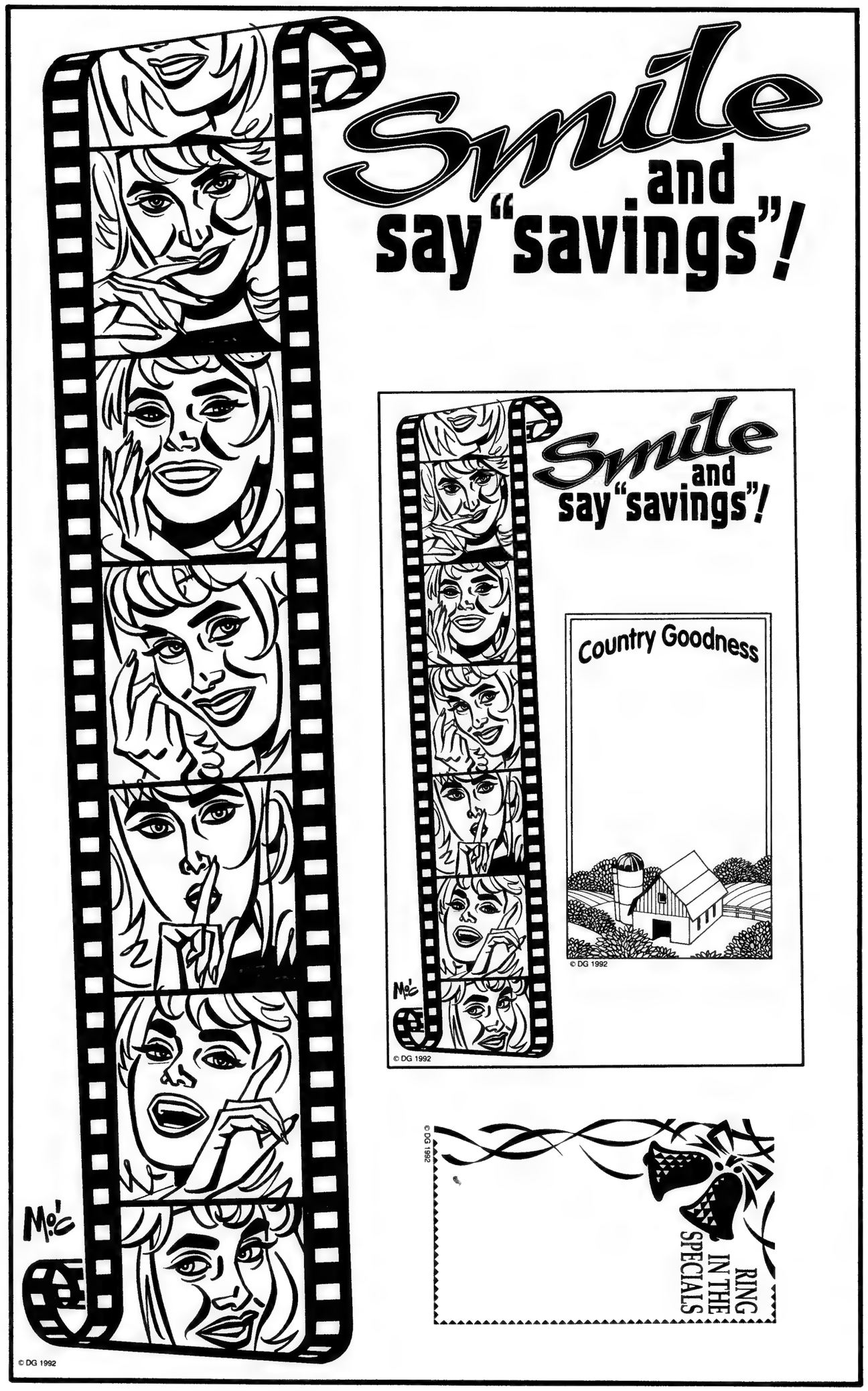

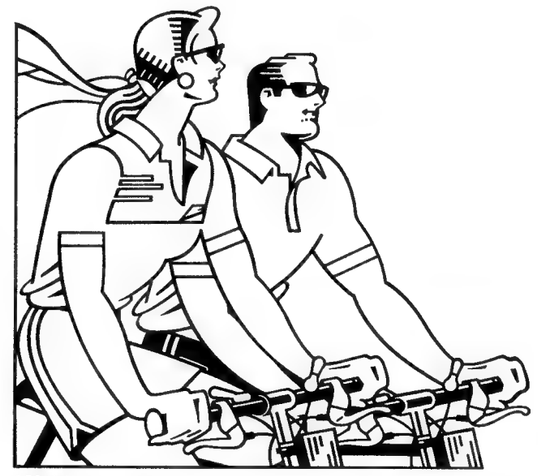

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Summer Savings

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Don't Miss the Boat!

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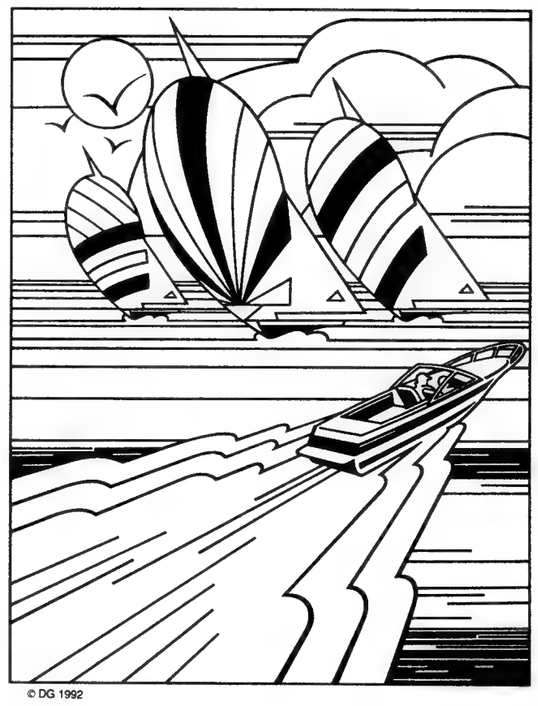
Sale into SUMMER

© DG 1992

A Summer Treat



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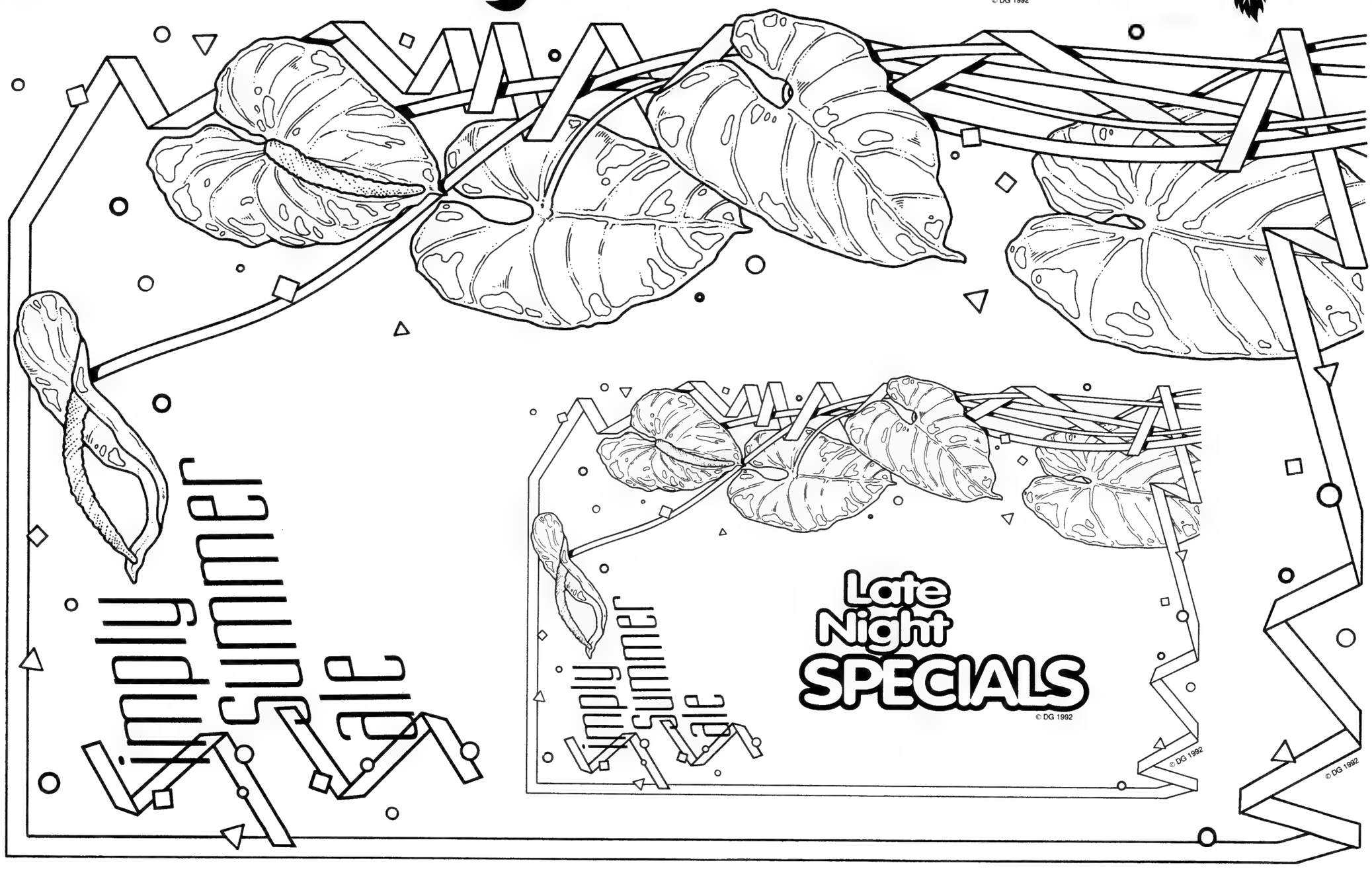
Here comes the bride © DG 1992

Not your ordinary SaLe © DG 1992

National Dairy Month SPECIALS © DG 1992

A Summer Treat © DG 1992



Not your ordinary Sale

Toast of the town

A Summer Treat

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Not your ordinary Sale

Simply Summer Sale

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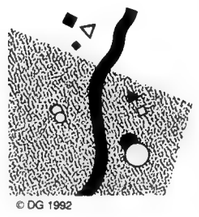

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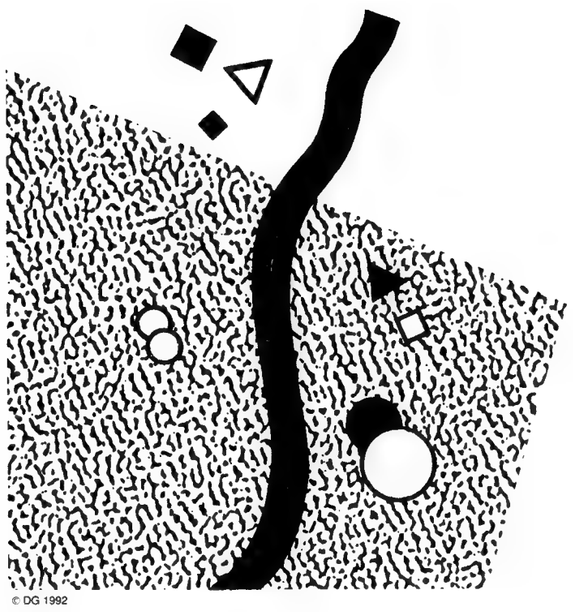

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Cream of the Crop Freshness & Selection

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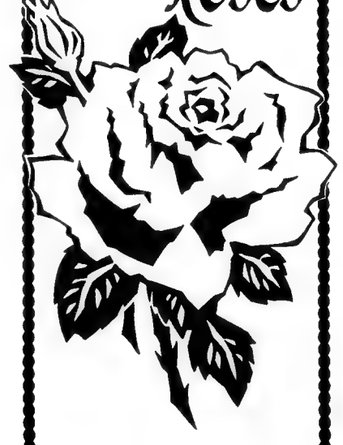
FOR A PERSONAL TOUCH... ROSES



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Late Night SPECIALS

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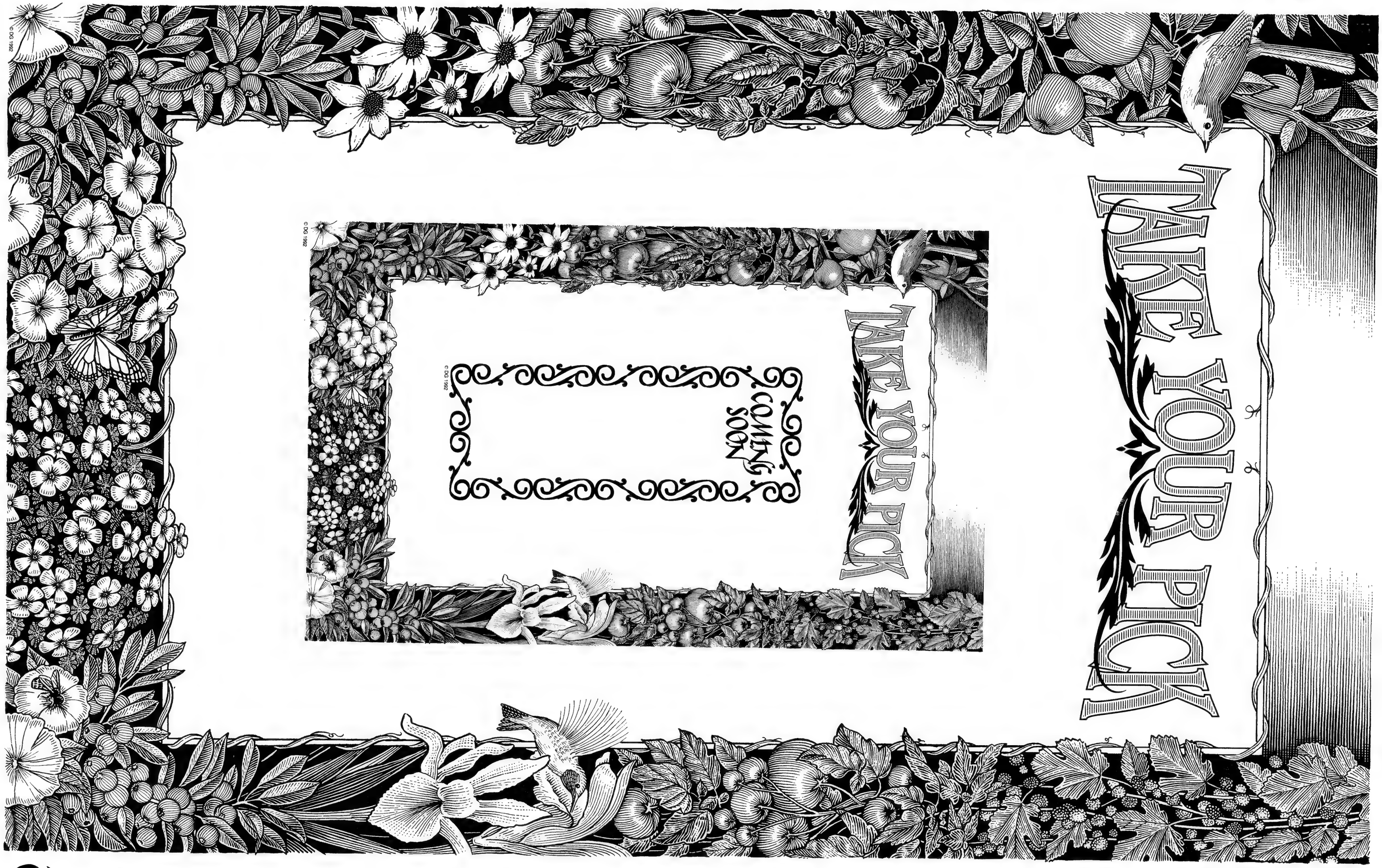

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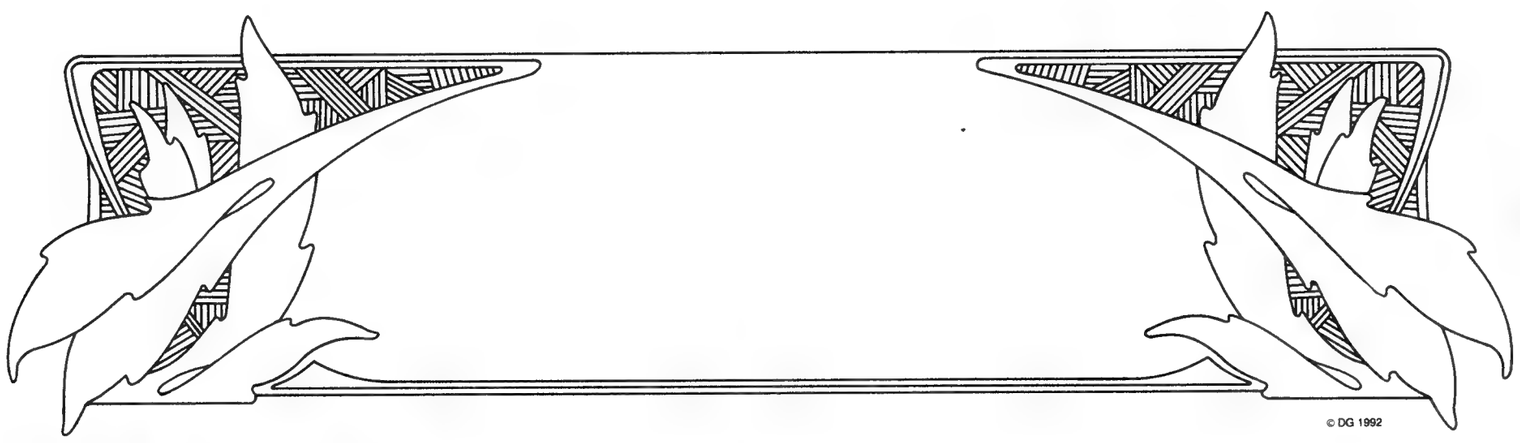
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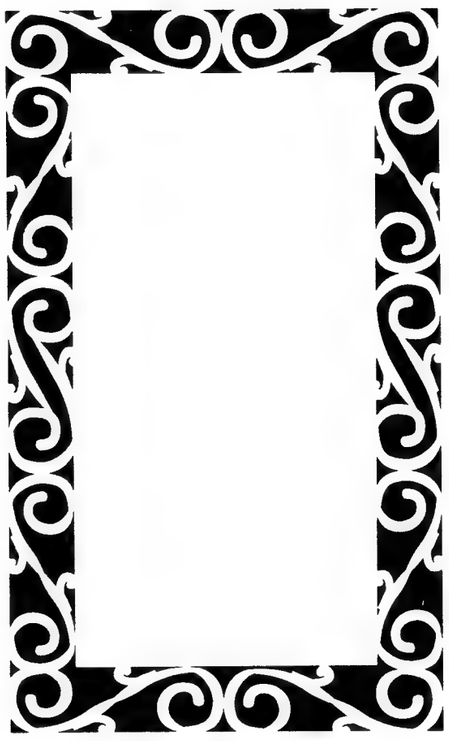
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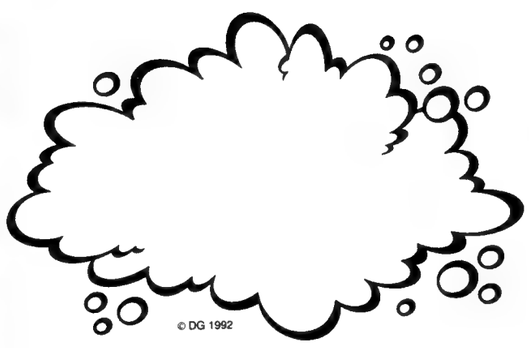
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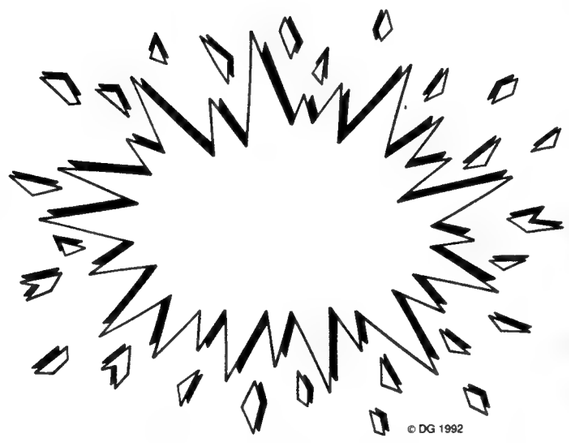
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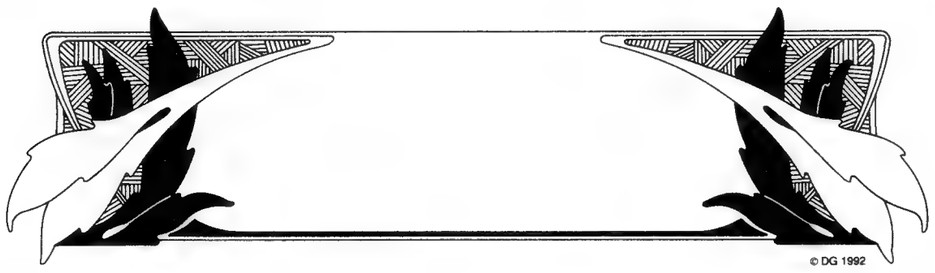
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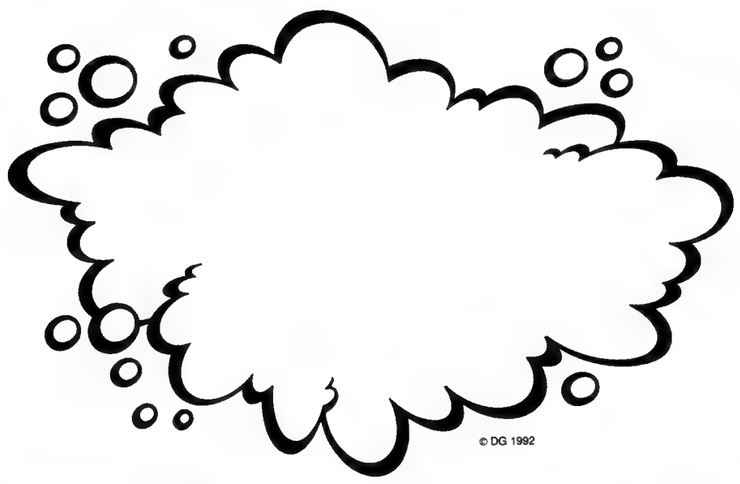
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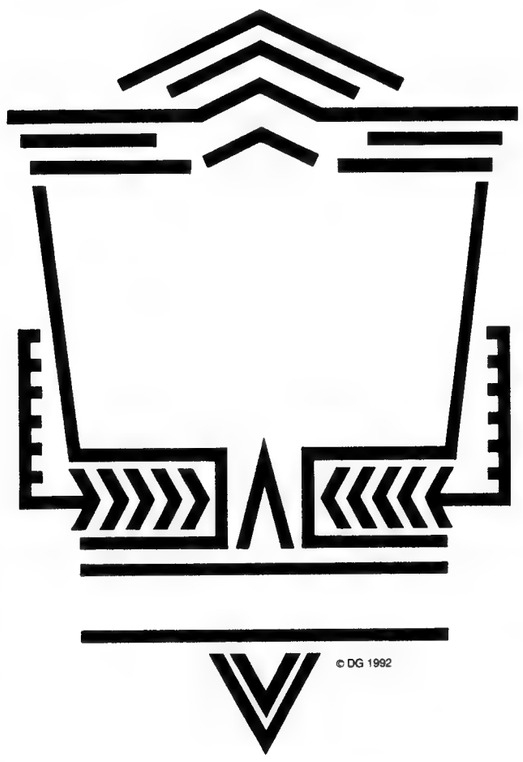
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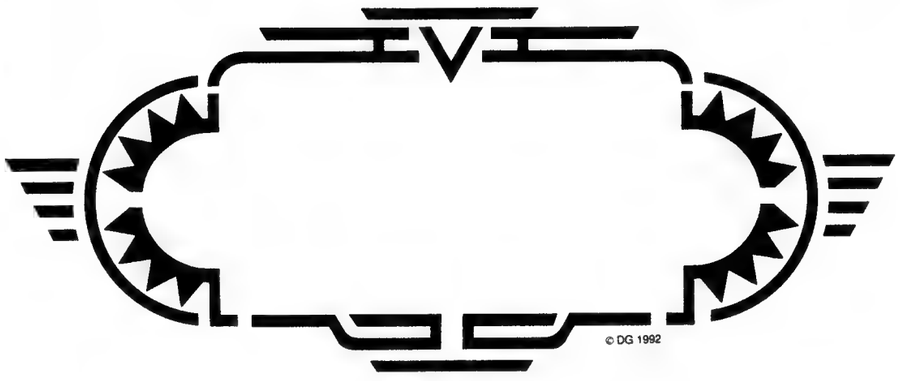
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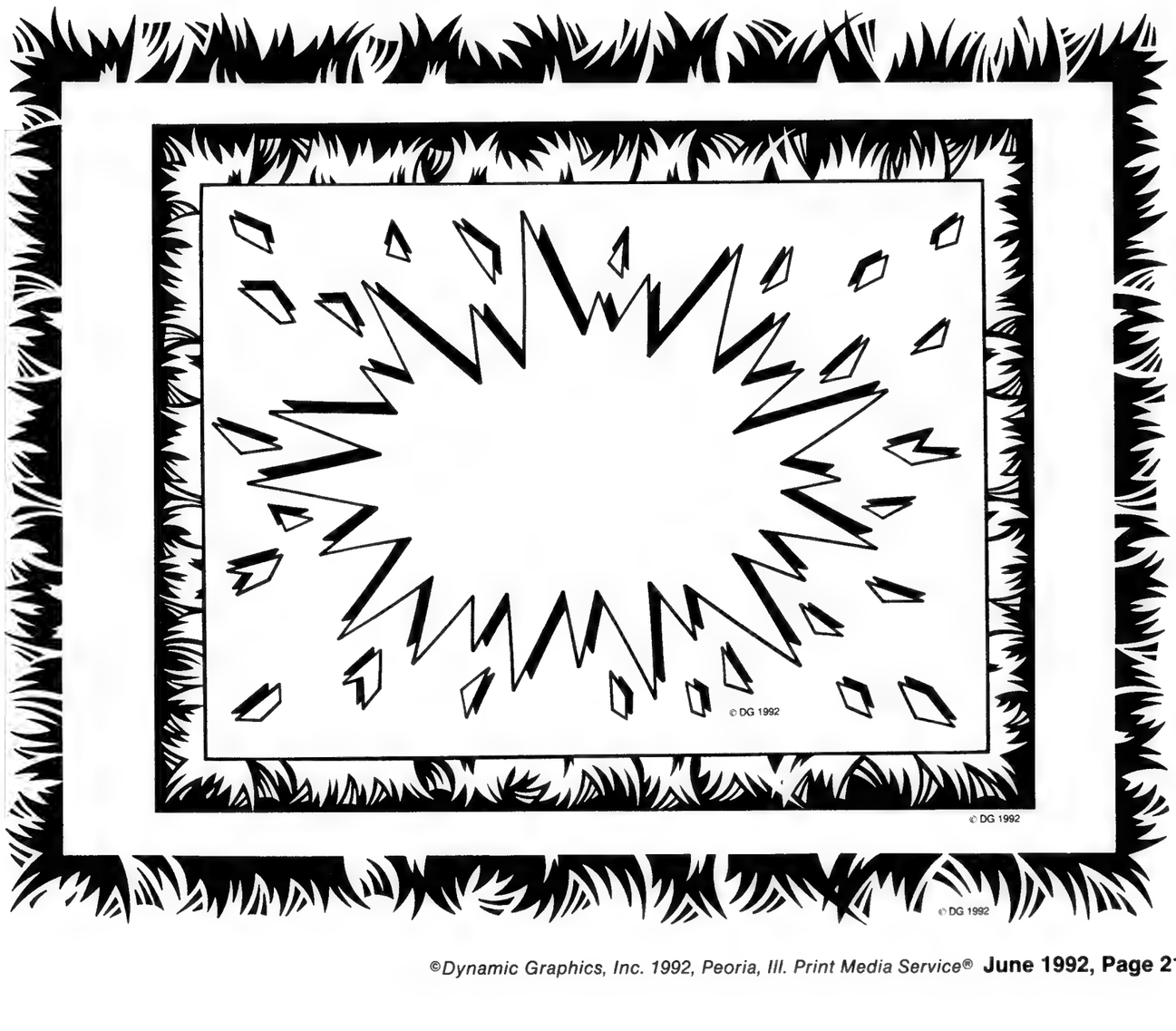
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Summer Salad Days

Summer Salad Days

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DAD

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DAD

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SUMMER ALL-STARS!

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SUMMER ALL-STARS!

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Wedding Wishes

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Everything's on SPECIAL

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Everything's on SPECIAL

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Wedding Wishes

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LIKE FATHER LIKE Son

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SUNSATIONAL BUYS!

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We have it ALL

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We have it ALL

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LIKE FATHER LIKE Son

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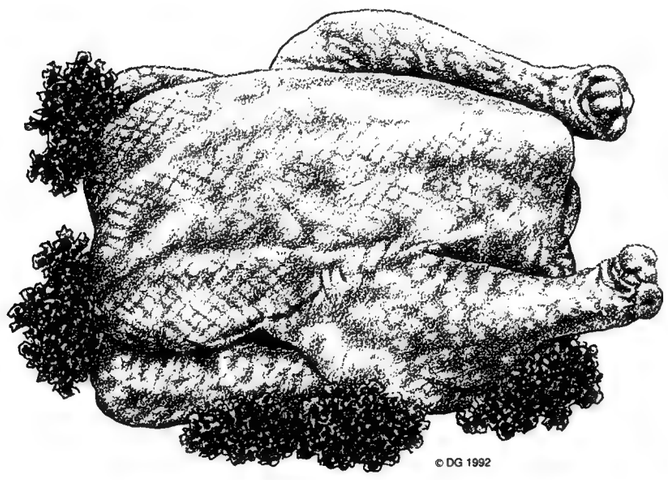
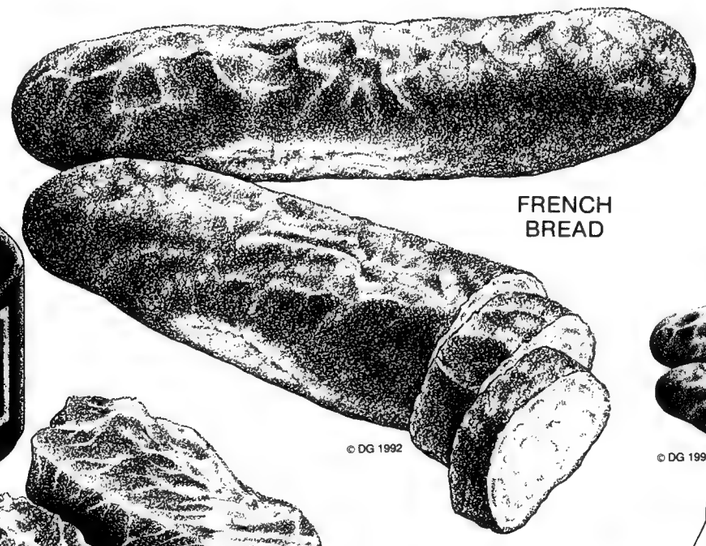
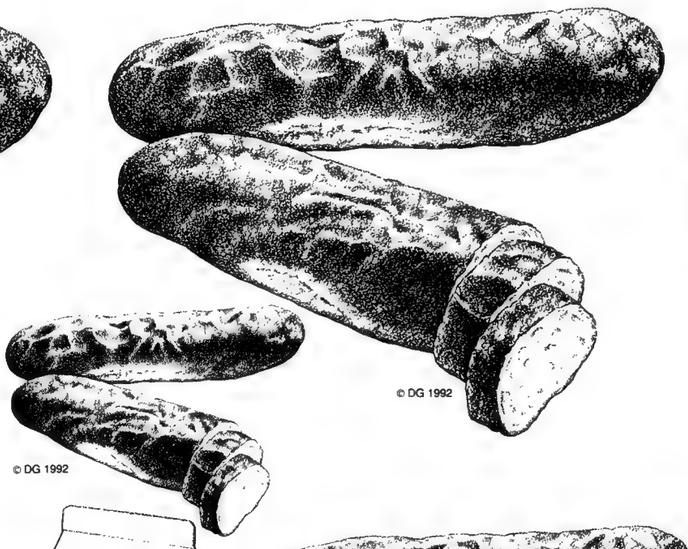
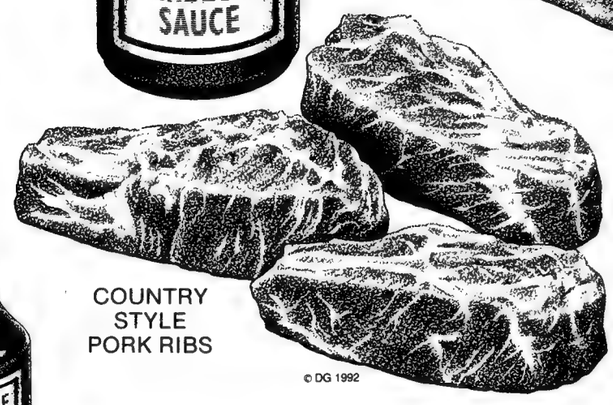


WHOLE CHICKEN

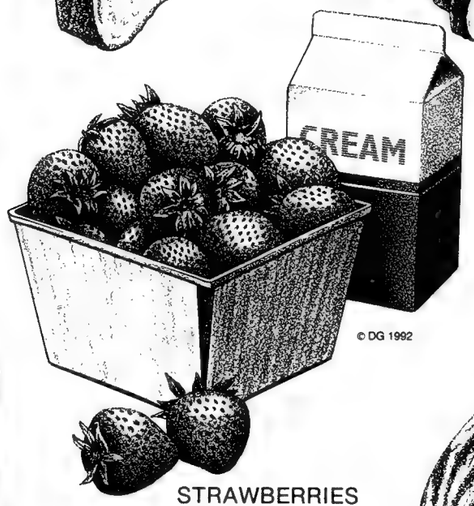


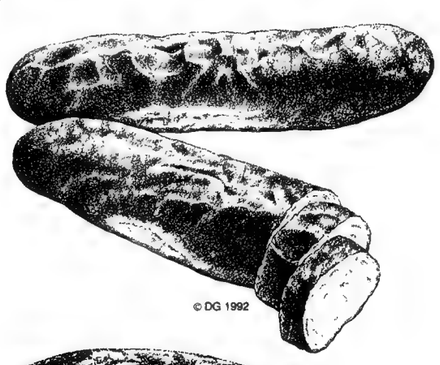
FRENCH
BREAD

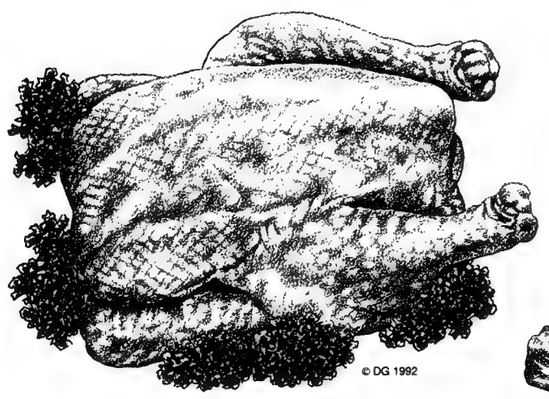


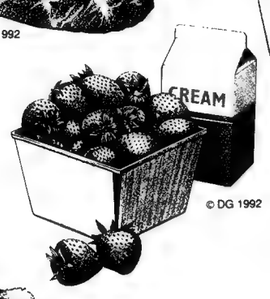


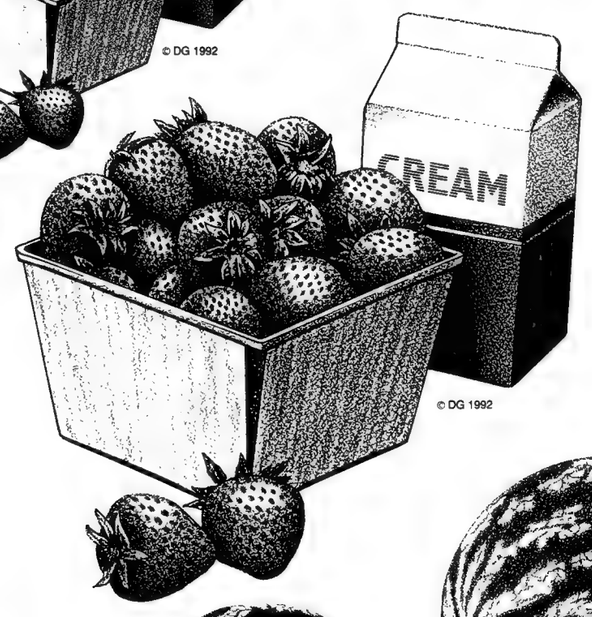
COUNTRY
STYLE
PORK RIBS



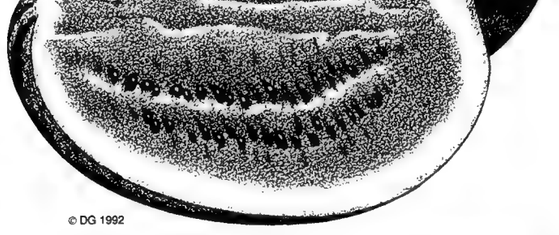




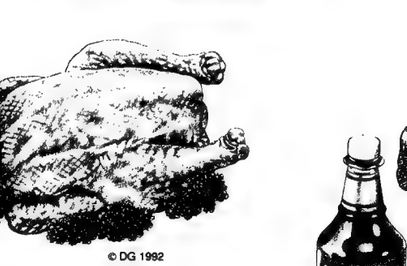


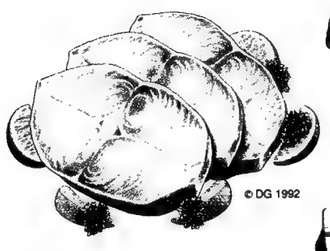


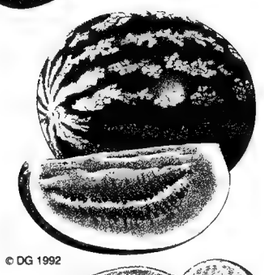
STRAWBERRIES

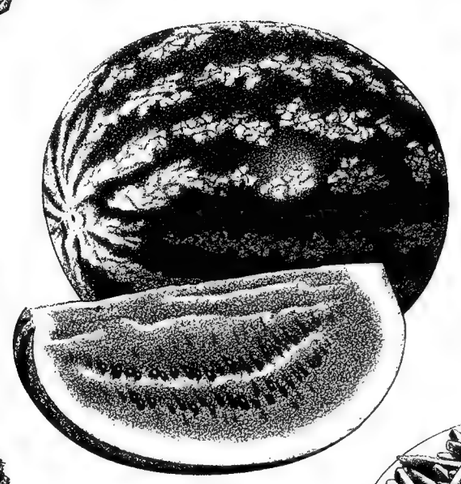


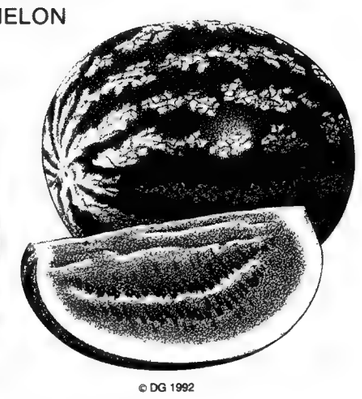
WATERMELON

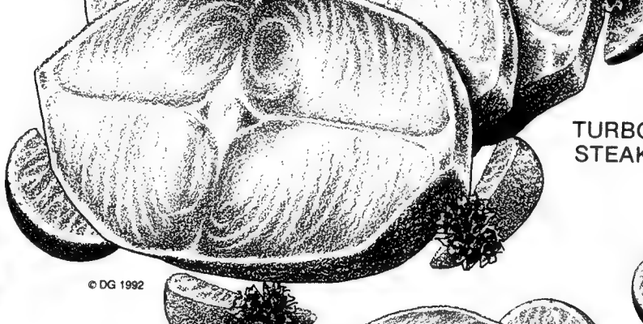




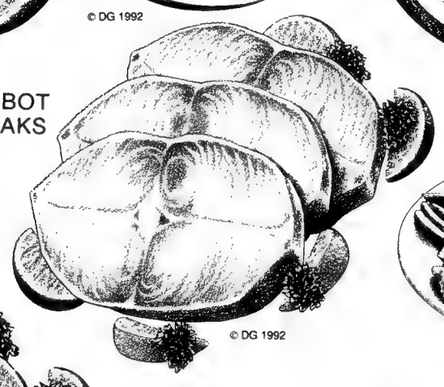


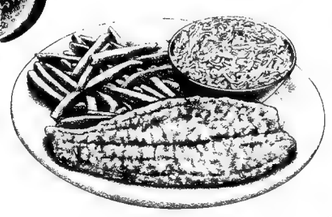


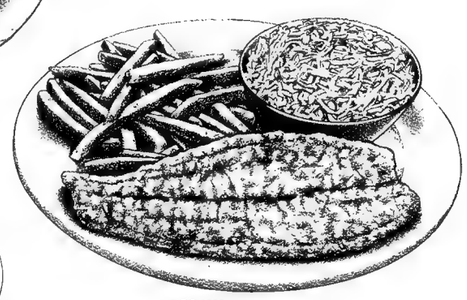


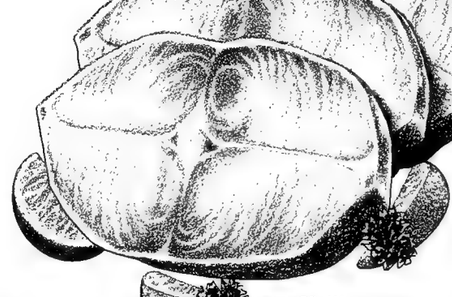


TURBOT
STEAKS

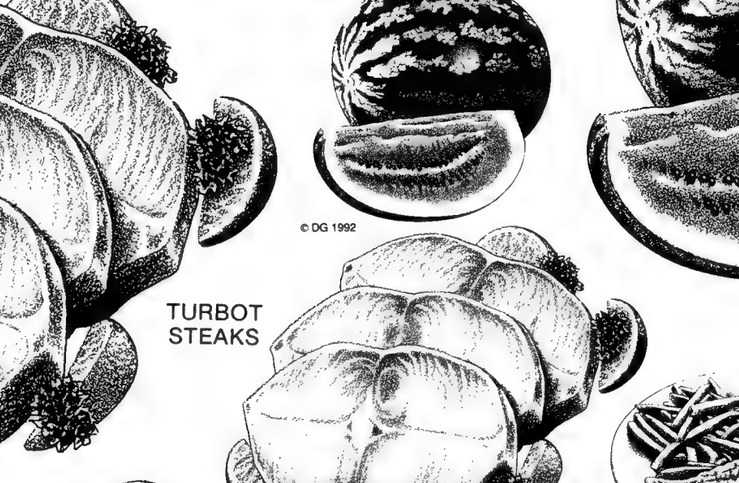


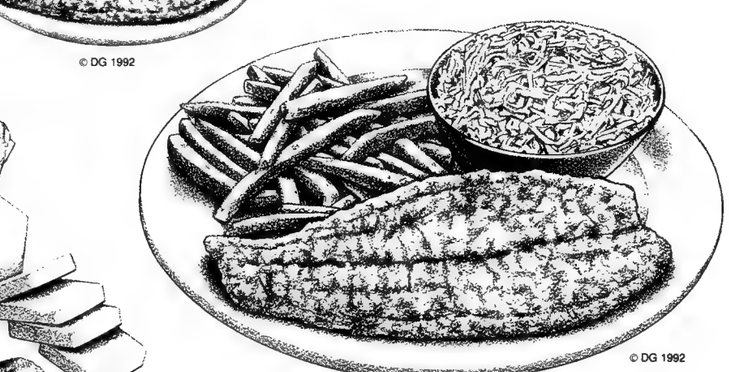


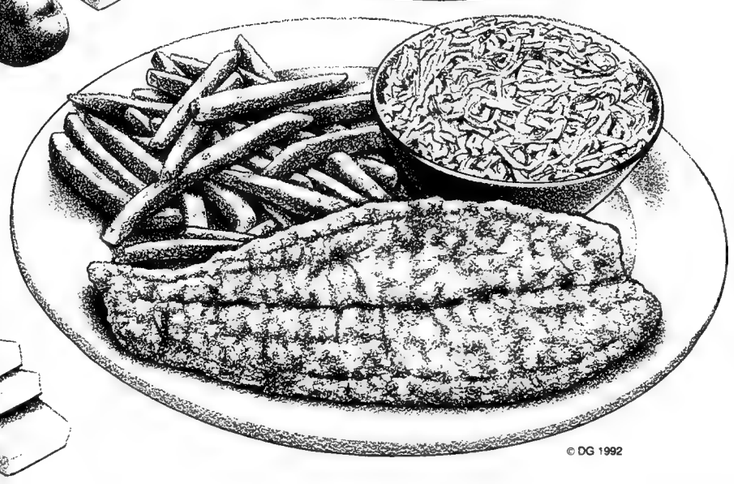




SMALL
RED
POTATOES







FRIED FISH, FRIES, SLAW

ORANGE JUICE

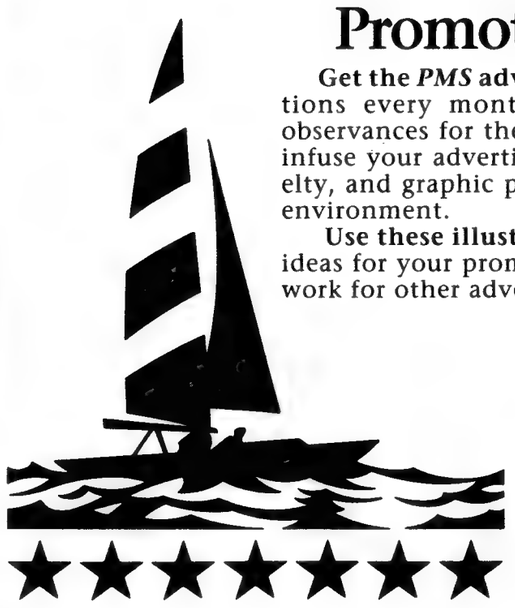
Promotional Tie-ins

Get the *PMS* advantage with new tie-in illustrations every month. Special days, events, and observances for the month, plus seasonal themes, infuse your advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

Use these illustrations to provide timely tie-in ideas for your promotions, or you can use the artwork for other advertising purposes.

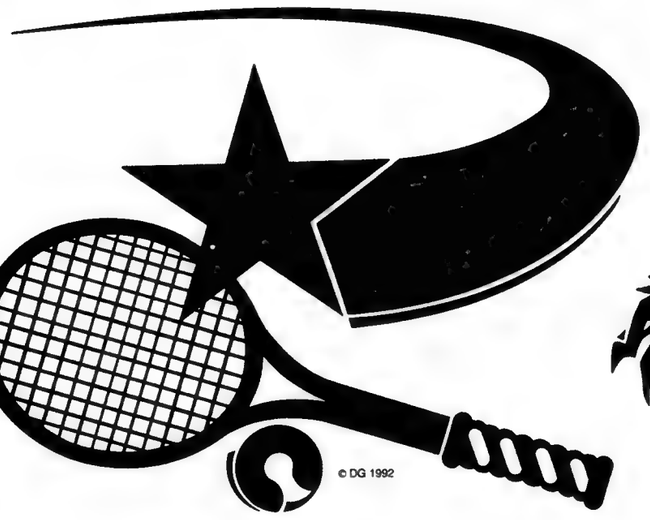
National Rose Month

National Adopt-A-Cat Month



National Flag Week

Flag Day – June 14

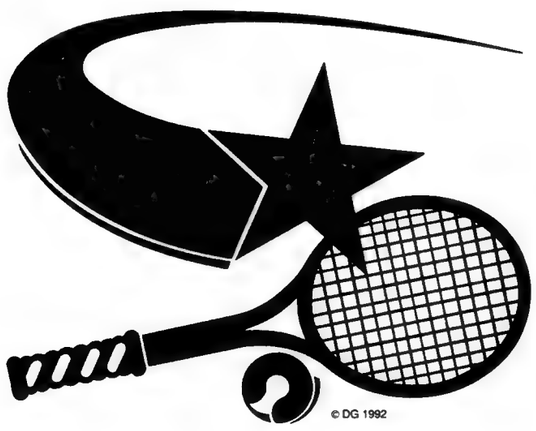


National Tennis Month

National Fresh Fruits and Vegetables Month

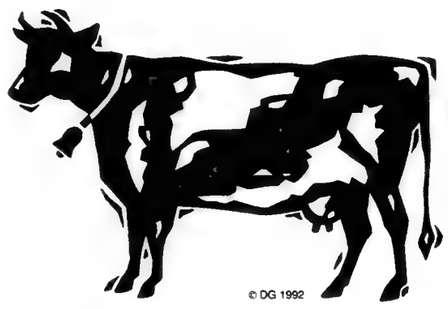
United Nations: World Environment Day – June 5

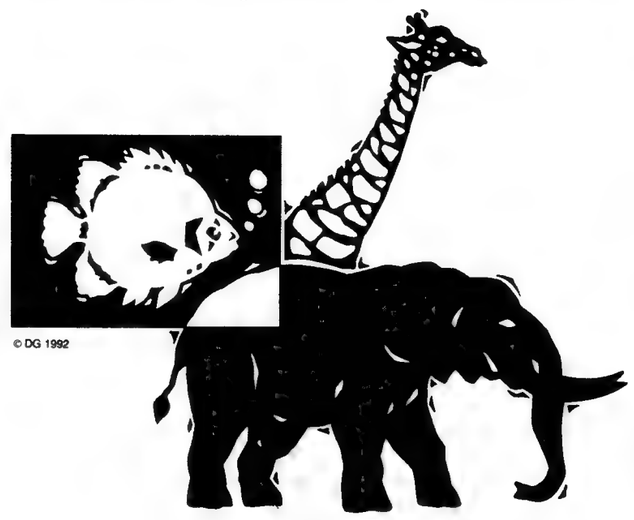
Father's Day



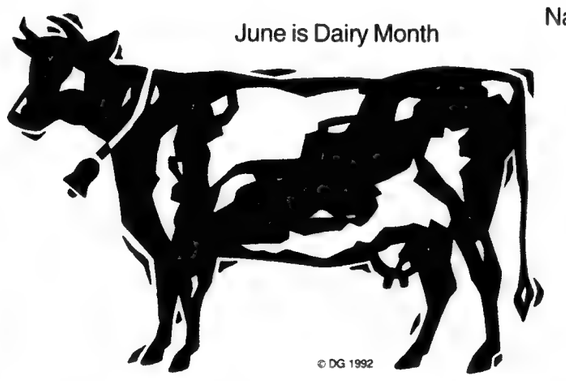
International Mothers' Peace Day

National Safe Boating Week

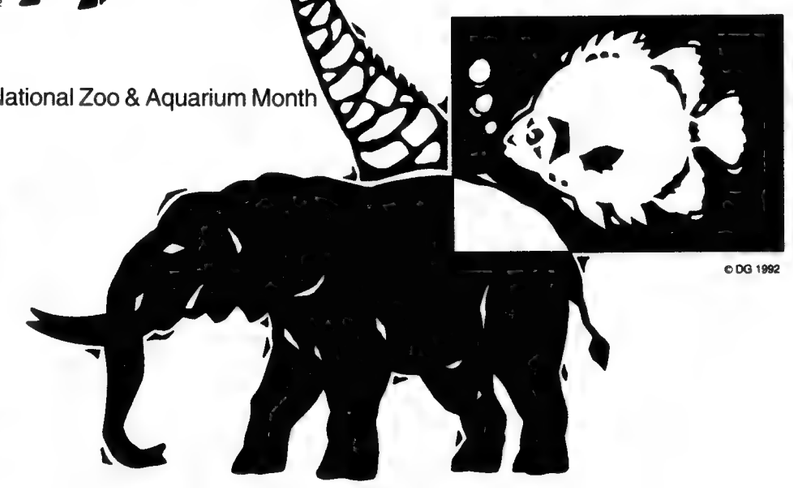




June is Dairy Month



National Zoo & Aquarium Month

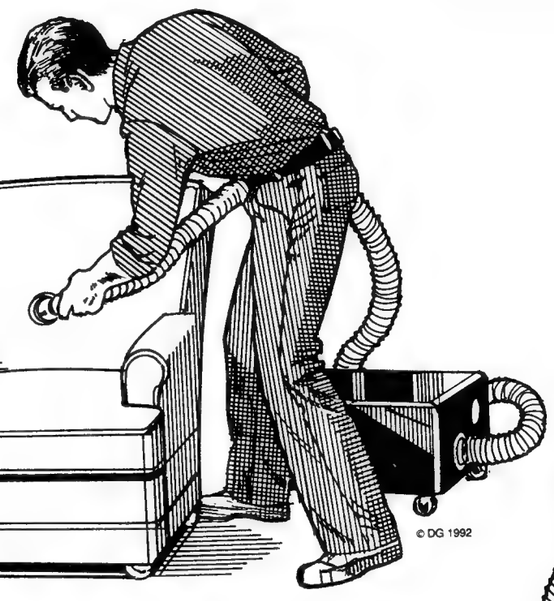


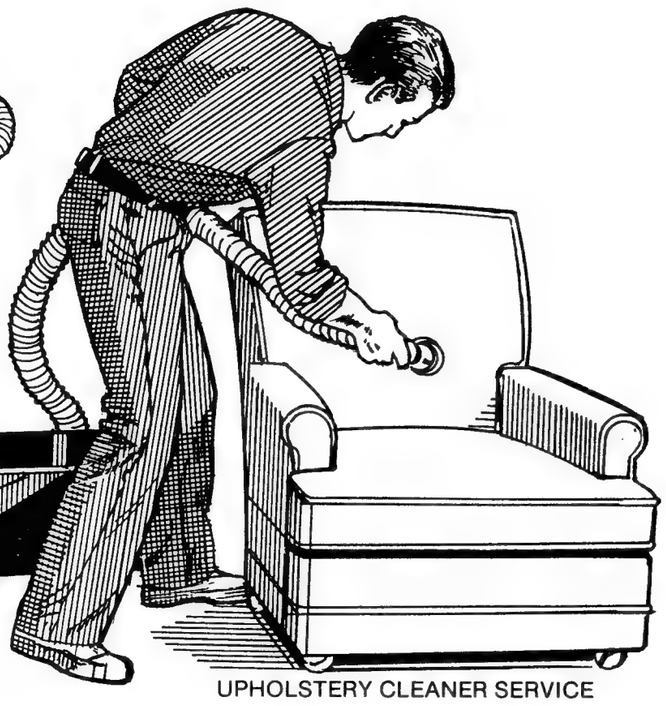
BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

TUX RENTAL

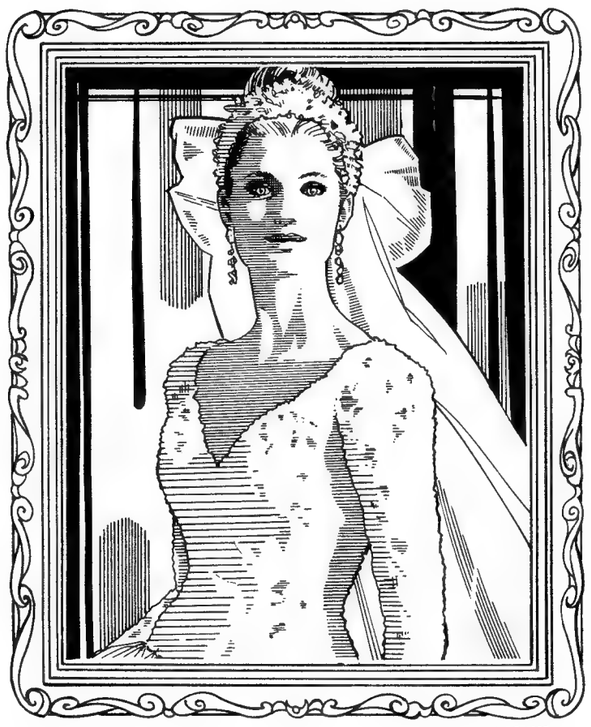
HARDWARE STORE



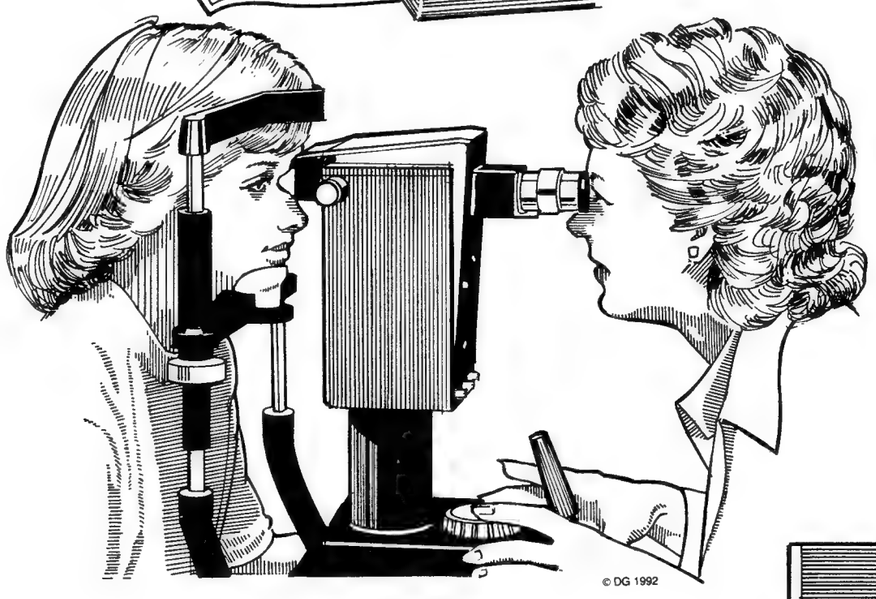


UPHOLSTERY CLEANER SERVICE

ARCHITECTS

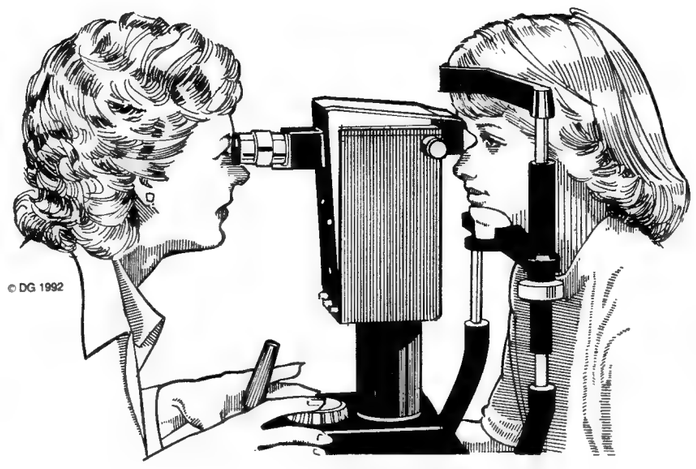


BRIDAL SHOP

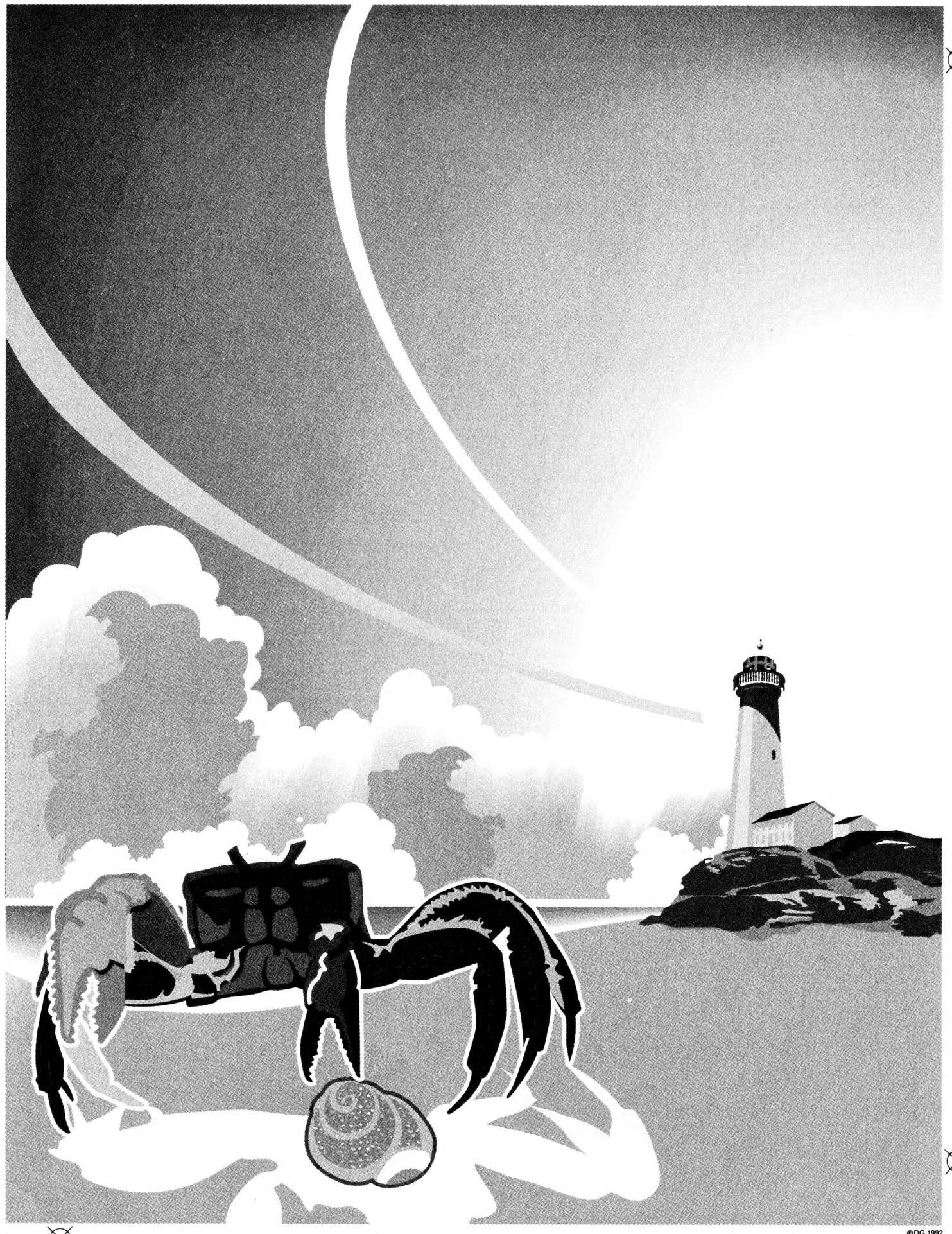


OPHTHALMOLOGIST

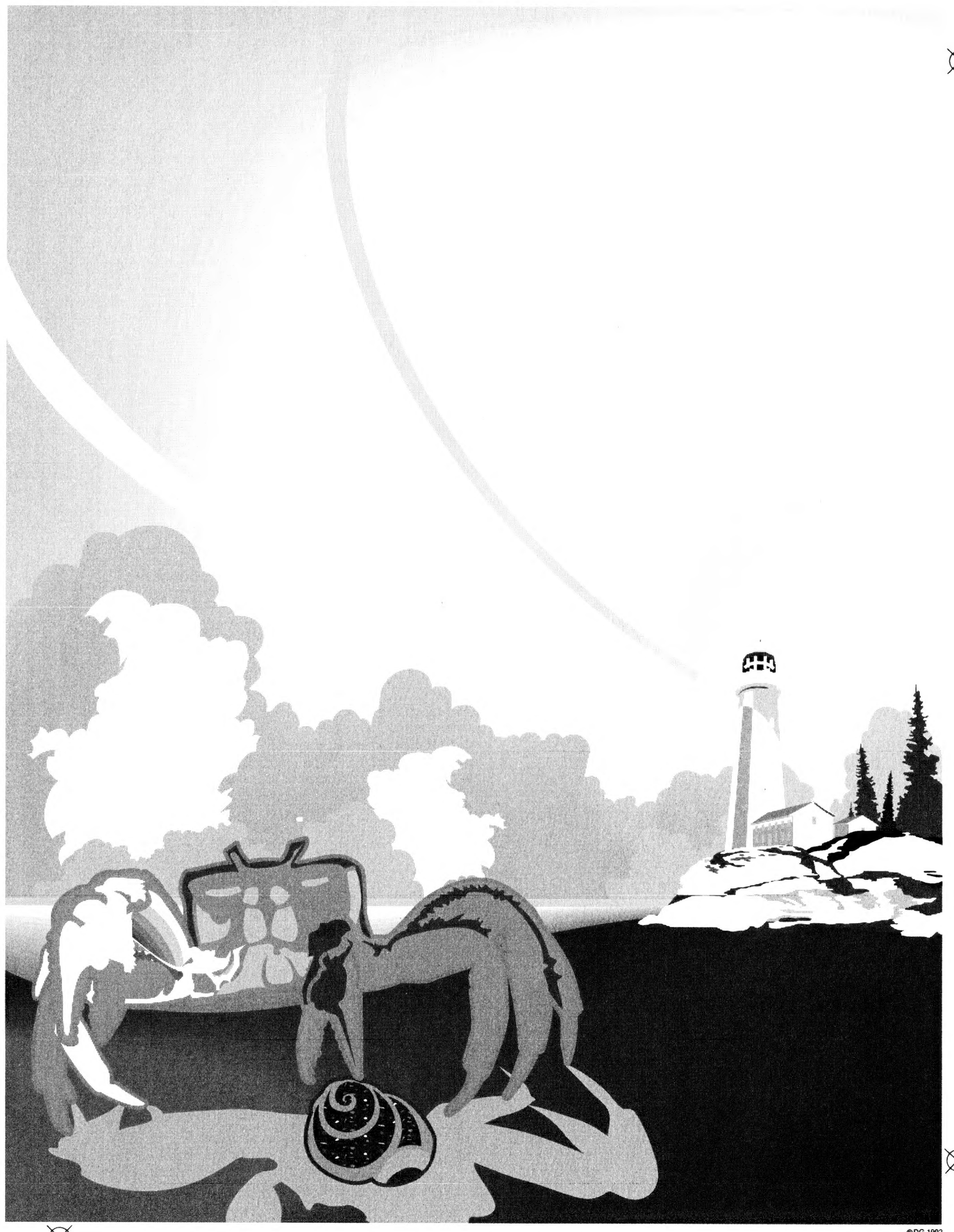
VIDEO CAMERA REPAIR



Shown below is the full color proof of the color separations appearing on pages 27 and 28.



• RED PLATE



• YELLOW PLATE

• BLUE PLATE

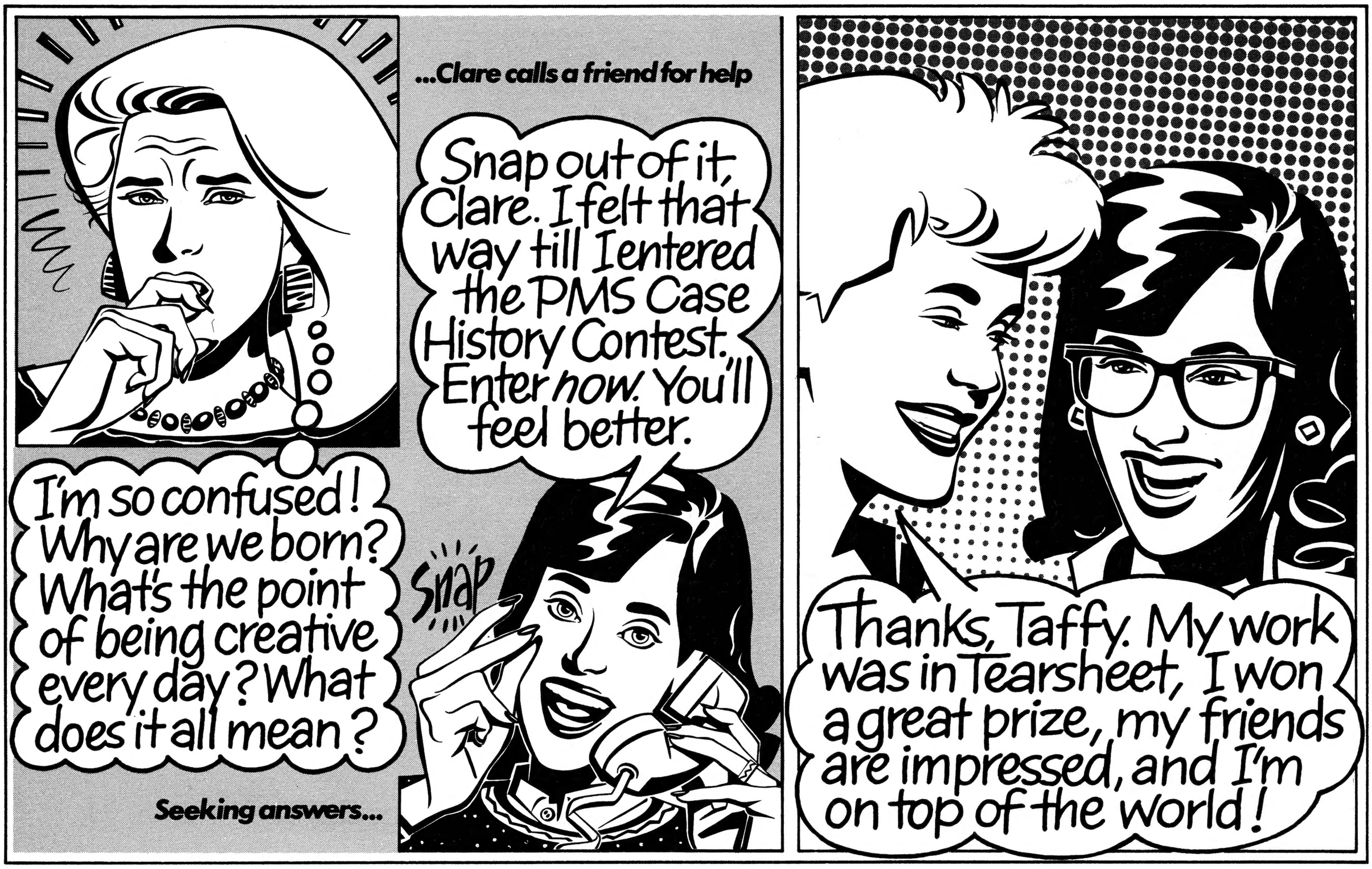
©DG 1992

• BLACK PLATE

©DG 1992

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
SNAP
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

• • • • • • • • • ATTACH THIS FORM TO EACH ENTRY • • • • • • • • •

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.